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take pleasure in presenting
this copy of
THE BOOK OF MODERN HOMES
complete with floor plans
and descriptions

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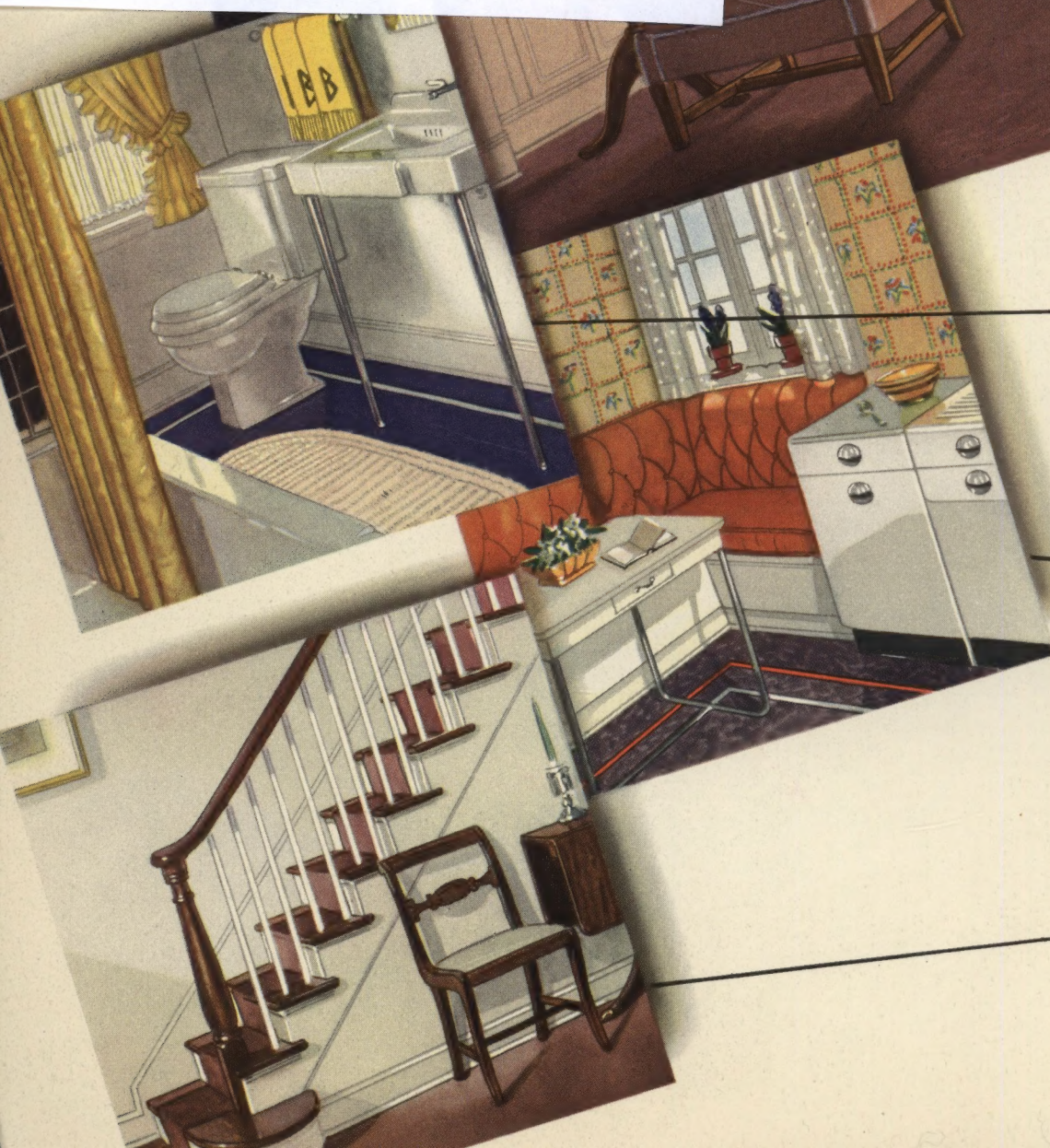
The Association for Preservation Technology



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THE HOUSE



Wouldn't you like to live here!

A warm welcome always awaits at its wide front door. Look at the inviting corner of the living room, with its gracious air of hospitality. Picture yourself in this bright and cheerful kitchen. You'd never tire of a home like this.

The Malden is truly a dream house. It has all those things which make a house a home—and bears the unmistakable stamp of good design.

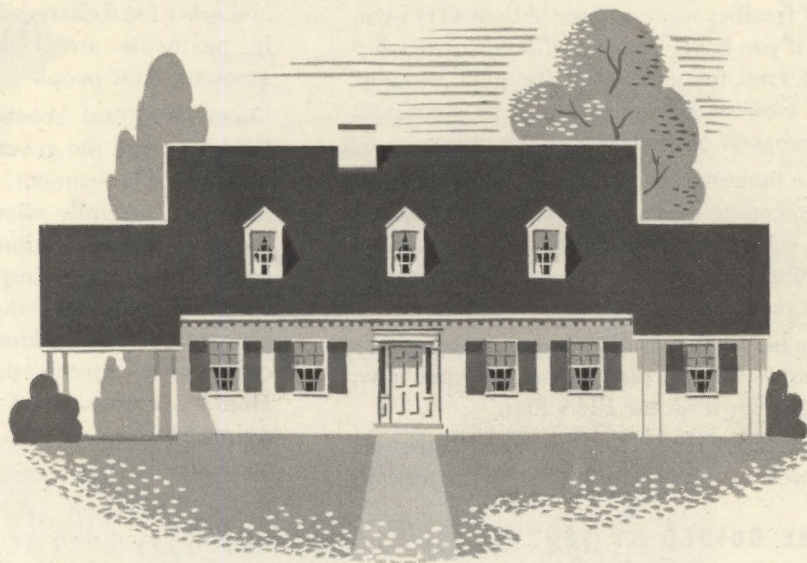
So it is with *all* Modern Homes shown on the following pages. The House on the Cover (see Page 37 for a detailed description) is only typical of dozens of other attractive, livable Sears Modern Homes shown inside.

Perhaps you have always thought a home like this beyond your fondest hopes. Then you'll be thrilled to find it made possible for *you*—at Sears.

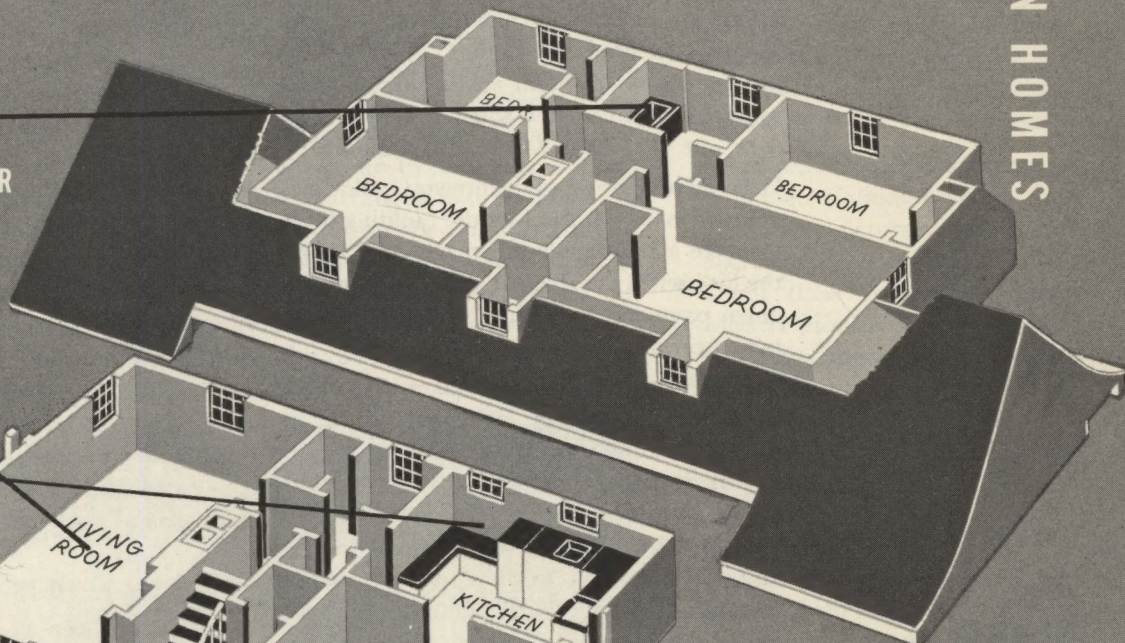
ON THE COVER

BEAUTIFUL..WELL PLANNED

TYPICAL OF ALL SEARS MODERN HOMES



SECOND FLOOR

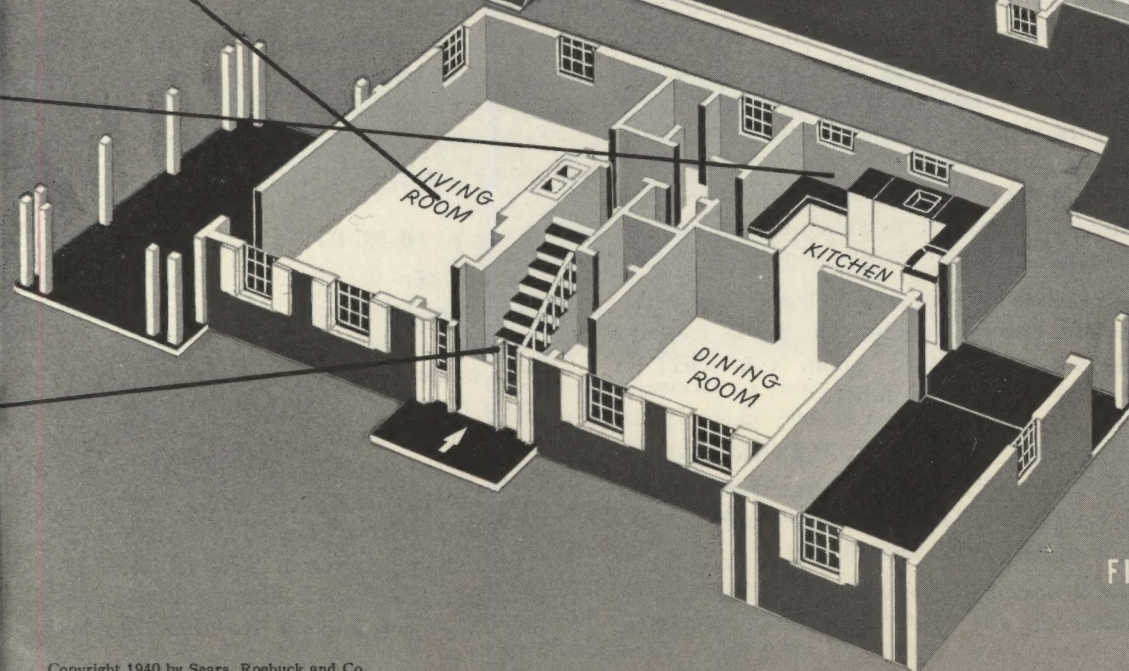


DINING ROOM

KITCHEN

LIVING ROOM

FIRST FLOOR



BUILD YOUR HOME UNDER FHA AND PAY FOR IT LIKE RENT



Most families want a home of their very own. And if you have dreamed of home ownership but feared the cost, you'll be glad to know that modern financing has kept step with the progress of modern home building.

Just as home construction today is sturdier, yet more economical—just as we have made planning easier, yet more efficient—so the financing of a home is now on a sounder investment basis and far more convenient.

If you have a steady income—even though it's modest—you can plan to build a home now, and pay for it on the FHA Plan.

What is the FHA Plan? It's a sound, simple way to finance a home with the "rent money".

BE GUIDED BY YOUR BUDGET

First, decide what price home you want and can afford. Generally speaking, the average family can afford a home that costs from two to two and one half times its annual income. Sometimes the housing experts figure this out another way. They estimate that you can afford to pay about one-quarter of your monthly income for shelter. Just for example: the family with an income of \$2500 might safely invest in a \$5000 to \$6000 home—or one that costs \$40 to \$50 a month.

Will you need any cash before you build? Yes, you will need cash to buy the building lot or to make a reasonable down payment. Often the lot itself is of sufficient value to cover the down payment, but initial financing charges take a certain amount of cash.

An FHA-insured mortgage takes care of the balance. This money is loaned by an approved lending institution of your choice; a bank, insurance company, savings or building and loan association, or any other lender approved by FHA. (We'll be glad to help and introduce you to an approved lending institution in your local community.)

This mortgage loan, remember, is not made by the Federal Government. But in making the loan, the lender whom you select is guided by FHA regulations.

FHA HAS MANY FEATURES

FHA insurance of the mortgage gives you the benefit of a Government-limited interest rate—and many other advantages.

Chief among the advantages of building a home on the FHA Plan is the fact that

monthly payments are arranged to suit your income. These payments reduce the loan each month, thereby steadily increasing your actual ownership and reducing the interest payments on your loan. They take care of the interest and also include insurance, taxes and other fixed charges. Yet these easy monthly payments aren't any larger than the amounts most people pay for rent!

Other important benefits of building on the FHA Plan are the government safeguards to your home investment. Plans and specifications are carefully checked by the Federal Housing Administration for good design and suitable materials. Inspections are made by FHA experts during the course of construction to see that workmanship and materials conform to specifications. Sears Modern Homes are guaranteed to fulfill all FHA requirements for design and quality of materials. The neighborhood itself is thoroughly looked into and rated on several points that have a direct bearing on your investment.

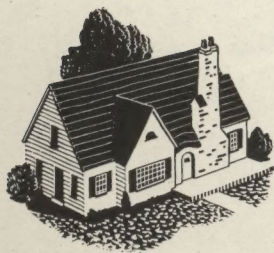
These points include utilities (provision for gas, electricity, water, sewerage and telephone); transportation facilities (the nearness of bus and car lines); schools, playgrounds, churches, shopping center, parks, etc.

The FHA Plan offers especially liberal terms for building homes costing less than \$6000 under the National Housing Act, as amended, 1938. The loan can be made as large as 90% of the appraised value of both house and lot. And loans may be paid off out of income over a period as long as twenty-five years.

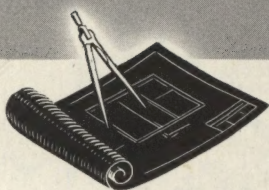
But regardless of its size and value the same FHA safeguards apply to any home financed on the FHA Plan. The monthly payments are figured over a conveniently long period. More and more families are building homes on this pay-out-of-income plan with all the safeguards of Government Insurance. And these families are finding what a real joy and satisfaction it is to live in a home planned around their daily life—built just for them.

YOUR OPPORTUNITY

You've been considering a home of your own. Now's the time to act! Sears will show you how much home you can get today for your money! A better planned home. A better built home. A better financed home. Sears will be glad to work out an estimate, showing the approximate cost of the home you choose. And our figures will show you the substantial savings Sears make possible. With our help, you can easily determine exactly how much your home will cost every month, as you pay off the loan like rent.



MODERN HOME SPECIFICATIONS MEET FHA REQUIREMENTS



It's one thing to *meet* requirements, but it's a better thing to *exceed* them! Sears Modern Homes plans and specifications, in many cases, have actually exceeded the FHA construction and material requirements. And these FHA requirements are very rigid and unyielding, too, for your protection.

A house of flimsy, skimpy construction is a poor investment, and the FHA will not give its approval to such plans. The quality of materials specified *must* be good to make the

house snug, shipshape in winter and comfortable in summer. Quality materials plus good, tight-fitting construction make it sturdy in any kind of weather . . . no cold, drafty corners to endanger the health of your family. All lumber has been properly seasoned. Sears Modern Home floor plans meet FHA requirements, too. Absolutely no waste space, ample closet room, handy service entrances, well-planned windows to give cross ventilation in the bedrooms and plenty of natural light in the other rooms. Still, allowance is always made for enough wall space so furniture can be arranged and grouped attractively. Sleeping quarters are always within easy access to the bathroom. The dining room is always right off the kitchen to simplify serving. These are simple, practical plans.

YOU SAVE MONEY WHEN YOU BUY A MODERN HOME FROM SEARS



Instead of buying from a dozen scattered sources, you place one order with Sears for everything—lumber, millwork, hardware, plumbing, roofing, wiring, lighting fixtures and heating plant. No time is wasted nor costly omissions made by shopping around. Our service is so arranged that materials are shipped when required—or as requested. You deal directly with Sears—the firm that for more than fifty-two years has stood for dependability and reliability in everything it sells. That's why you get more house for your

money at Sears than you could by any other approved and accepted method.

Quantity production, tremendous factory facilities and specialized experience in home building over a long period of years—that's the answer to our contribution of greater cash savings. You'll find our complete planning and architectural service the answer to many other of your building problems, too. Where else could you get so much for your money!

Sears remove the uncertainties from home building. Nothing is left to chance. You get a complete picture of the many Sears savings *before* making a decision. Do you really *know* about these possibilities for saving on a Modern Home? Our representative will show you how. Investigate immediately.

SEARS COUNSEL AND HELP FROM FINANCING TO BUILDING



Can we be of service to you? If you're considering building a home—get in touch with our Modern Homes Department and talk the situation over with one of our experienced men. There's no obligation—in fact, we feel it a duty to be of service to our customers.

If you're interested in obtaining an FHA loan, just let us in on your plans. We'll do all we can to help you. Our men understand all

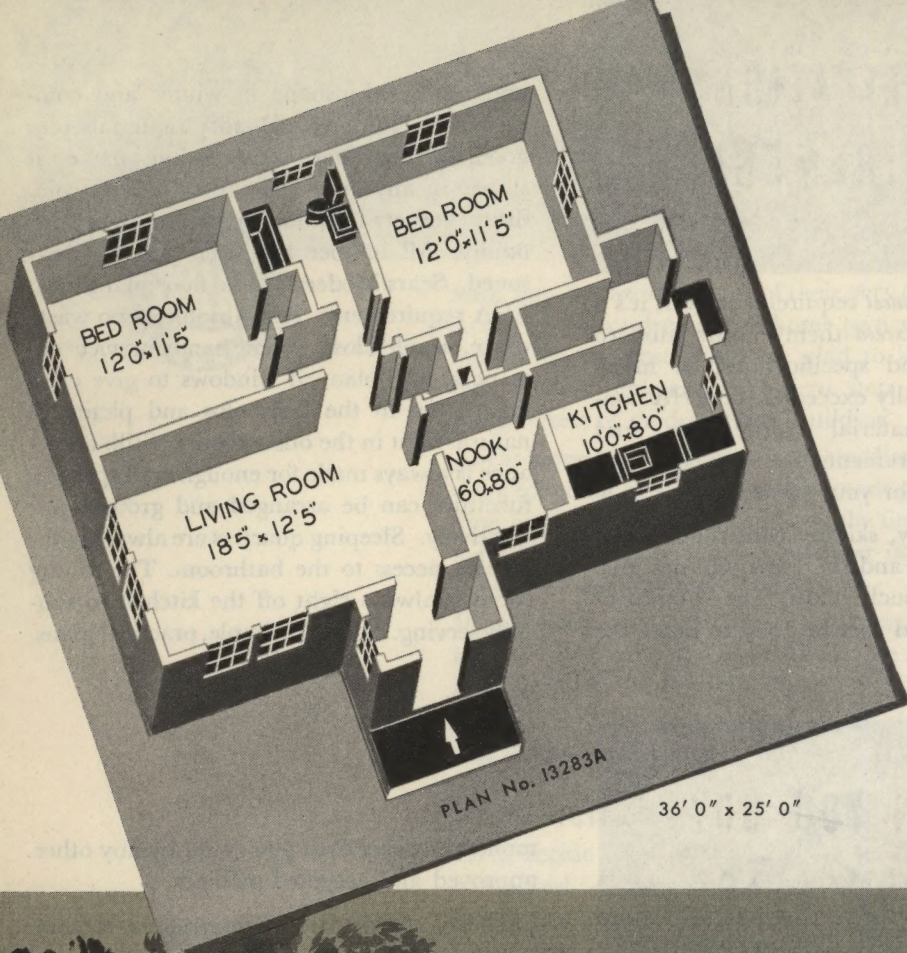
the technicalities of the FHA mortgage insurance. So bring your questions and problems to them and iron them out together.

Do you want a small, snug bungalow—or do you want a two-story home? Is there a special type of architectural style that you look at longingly? How large is your lot . . . and where do you want your house located? If you're planning on building a home, you know these are only a very few of the questions that arise. Bring them all to Sears. We'll get you started on the right path. If you wish, we'll help you get the services of a reliable local builder, too. We invite you to drop in and tell us your story or write us.

Parkside

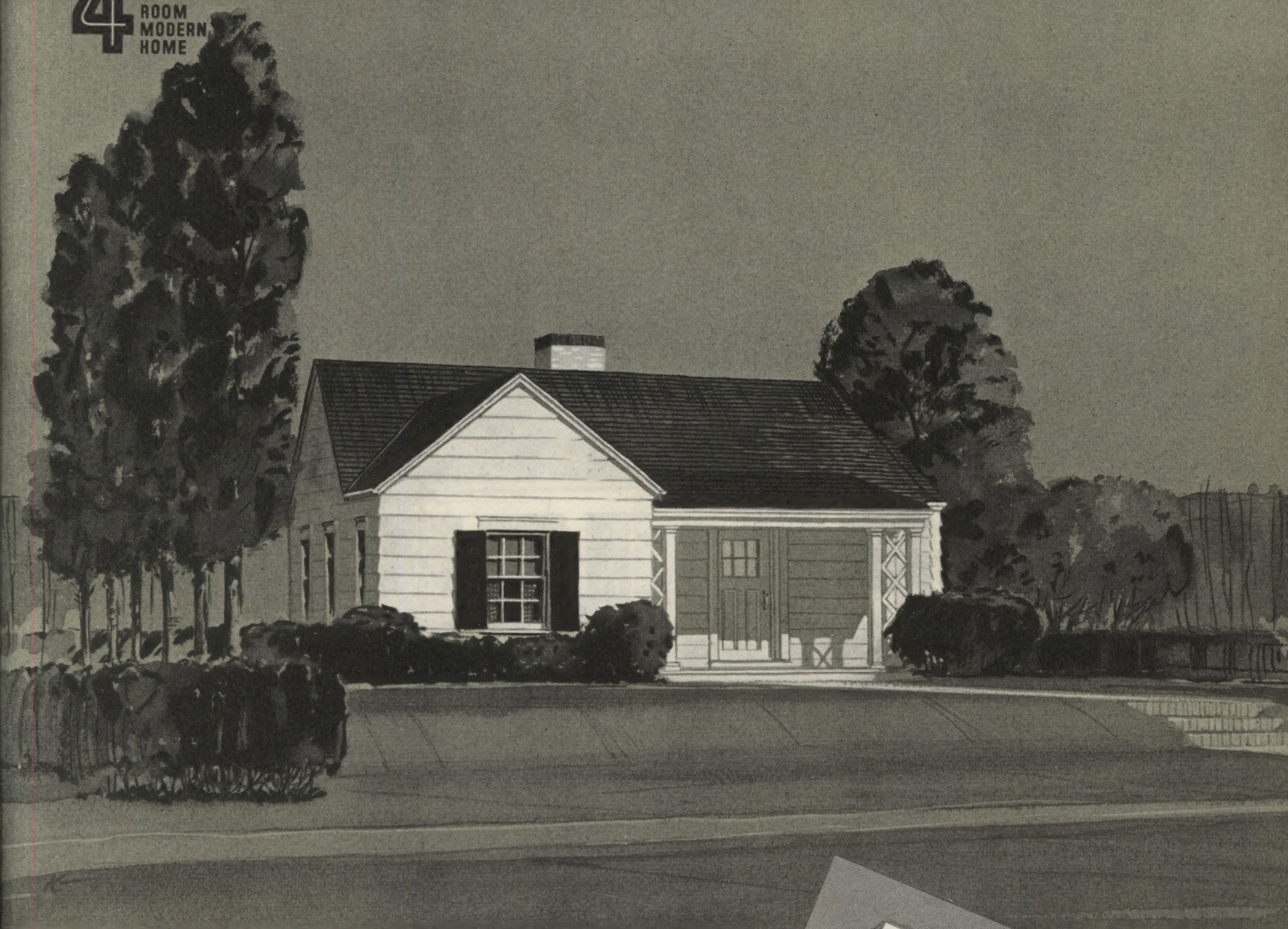
Such a winsome, eye-catching home! Let's drop in and take a look around the Parkside. Before we push the latch on the front door, let's squint through that tiny window—it tells us the entry leads directly into a lively, light living room with *four* windows.

The cozy dining nook is just the thing to lift mealtime out of the ordinary. You'll notice that the service door at the kitchen is located at the side of the house—accessible from the front, leaving the back yard entirely private and undisturbed by deliverymen. The two bedrooms are cross ventilated.



4 ROOM
MODERN
HOME

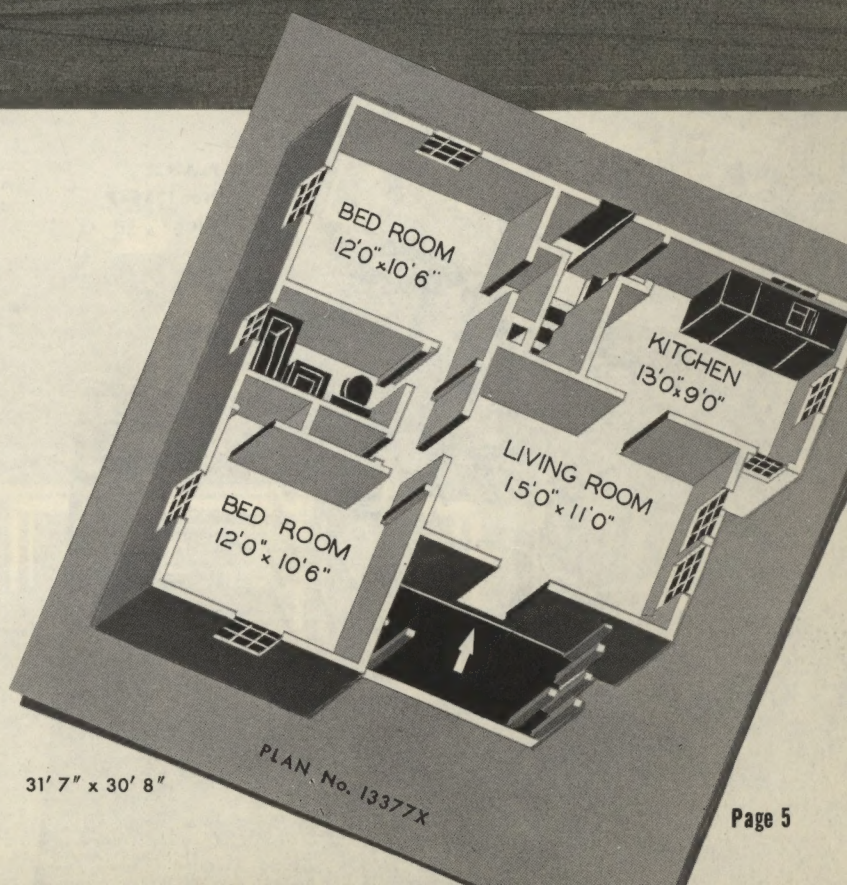




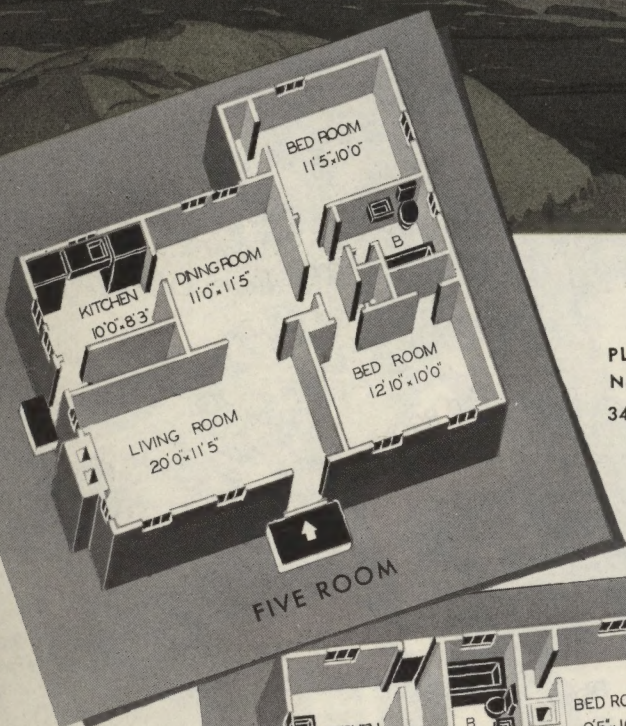
Salem

Looks as cunning as a doll house, but the Salem is actually quite roomy. It's a merry, sparkling little house, so trim and tidy, and yet almost unbelievably low priced. We've planned it especially for thrifty homemakers and budgets that must stay balanced.

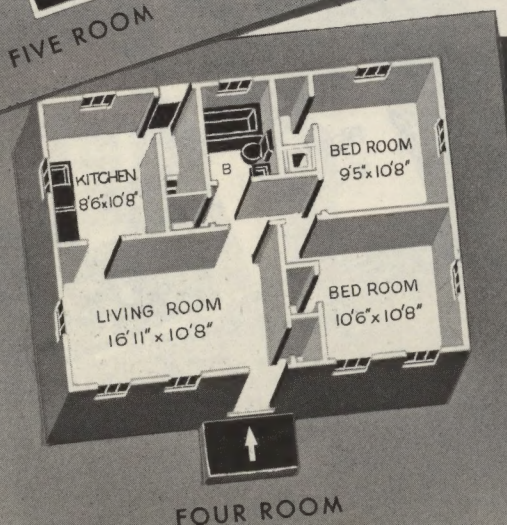
The big saving comes in the basement. Only the necessary space is excavated—just the portion under the right side. This provides room for the furnace, fuel and laundry—and yet it eliminates the expense of excavating space that you aren't going to use.



4 ROOM MODERN HOME



PLAN
No. 13354B
34' 0" x 30' 6"



PLAN
No. 13354X
31' 0" x 22' 6"

Cape Cod

Crisp, neat lines, almost brisk in their simplicity, glow proudly with New England tradition. The Cape Cod offers you a choice of two floor plans . . . four or five rooms, both with bath.

A house born to be practical, born to be an economical investment. Authentically Cape Cod in both outside and interior design. (The five-room floor plan even has a fireplace at one end of the living room!) Paint the Cape Cod gleaming white and the shutters a deep green. The effect will be as beautiful and as neat-looking as a New England woodland scene in the wintertime.

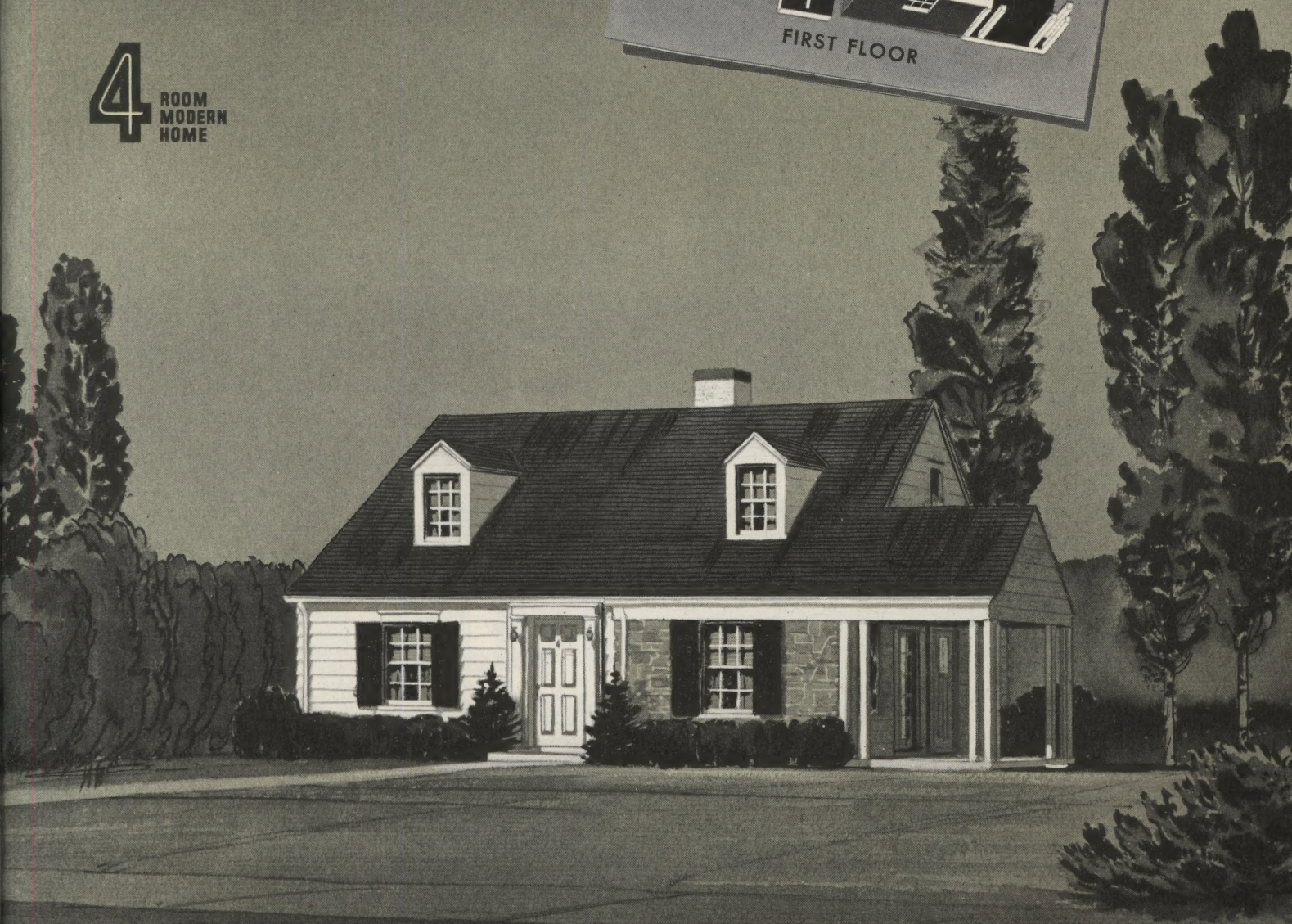
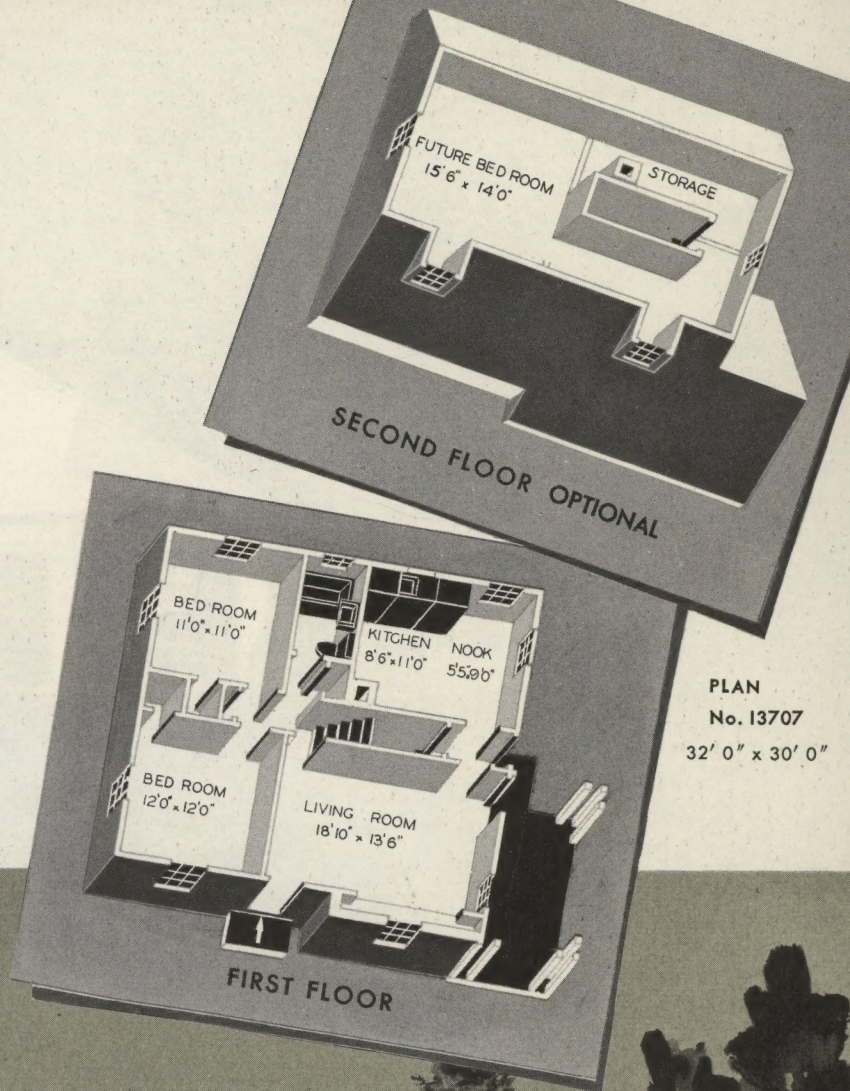
Colebrook

A small home (4½ rooms and bath), but there is space on the second floor for a future bedroom, when your family and your pocketbook grow into it. The Colebrook has a quiet charm all its own.

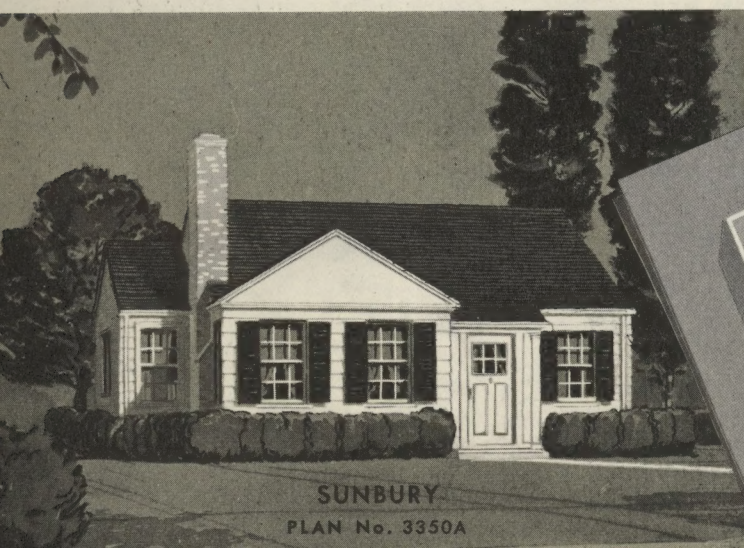
Two very nice features are the built-in window seat in the living room, and the side porch off the living room.

The dining nook, one of those step-saving, time-saving arrangements typical of small homes, is just large enough for your needs. A compact little house, you'll say, with one eye to the future and one to your budget.

4 ROOM
MODERN
HOME



4
ROOM
MODERN
HOME



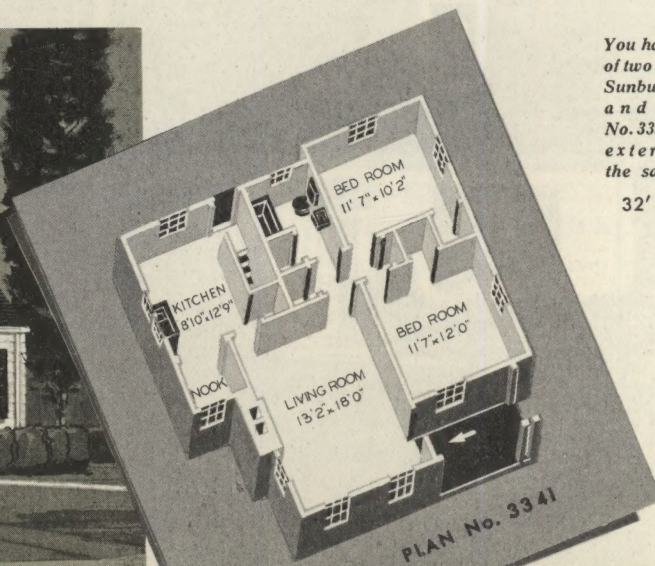
Ellsworth

Small and compact, the Ellsworth has no waste space to eat holes in your budget. There are four good-size rooms, plus a breakfast nook and a bath.

You'll do a lot of living in the large living room, and you'll thoroughly enjoy the cozy warmth of the fireplace. Wall space is in excellent proportion.

You have your choice of two other exteriors, Sunbury No. 3350B and Sunbury No. 3350A. The three exteriors utilize the same floor plan.

32' 0" x 33' 0"

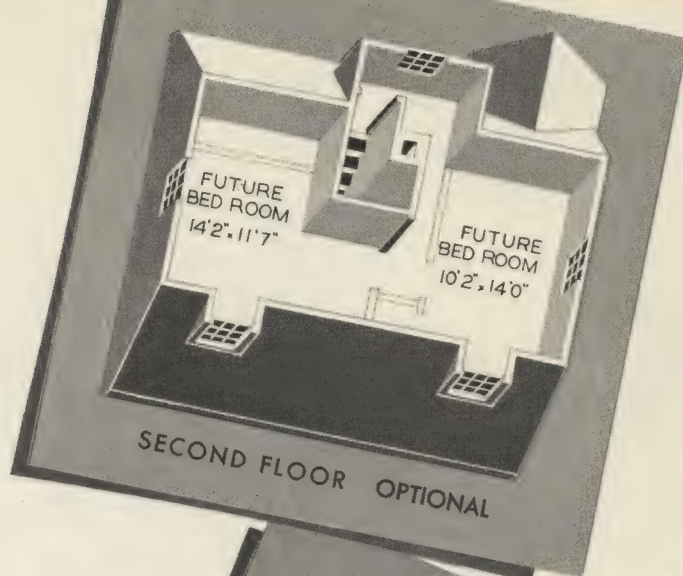


Nantucket

The Cape Cod cottage design is the backbone of the Nantucket. It gives the house character—and a type of beauty and balance that cannot be achieved by any other kind of design. The Nantucket has one of those pleasant, unmistakable New England personalities. It impresses you definitely from the first moment you see it.

The Nantucket can be as large or as small as you want. You may finish only the first floor rooms and still have comfortable living quarters. You can finish the second floor any time in the future.

4 ROOM
MODERN
HOME



PLAN
No. 13719A
29' 0" x 28' 0"



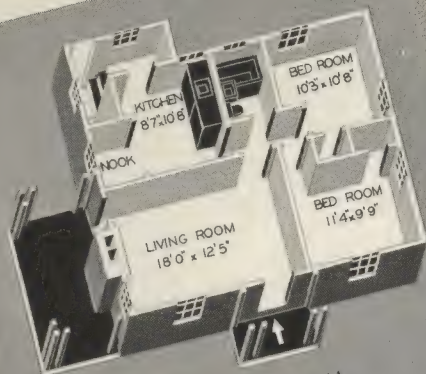
Bridgeport

You can sense it, too. We mean the pleasant, soothing sensation that everyone feels who looks at the Bridgeport. You know from the first moment you see it that it's going to be a *home*.

The Bridgeport is a direct descendant of the fine, Colonial homes in New England and their lines are just as good now as they were several hundred years ago.

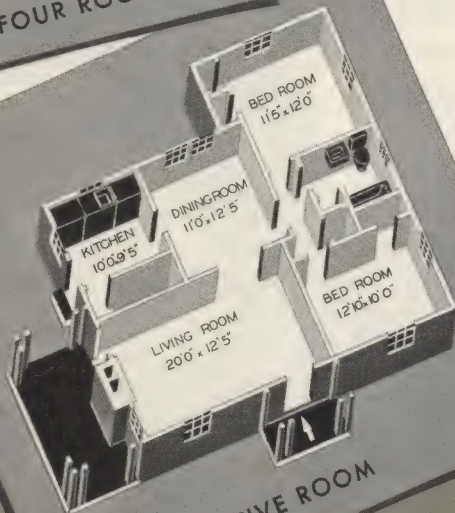
You have a choice of two floor plans. Number 3416A is made for four rooms, bath and dining nook; while Number 3416B is made for five rooms.

PLAN
No. 3416A
30' 6" x 27' 9"



FOUR ROOM

PLAN
No. 3416B
34' 0" x 33' 0"



FIVE ROOM

4
ROOM
MODERN
HOME



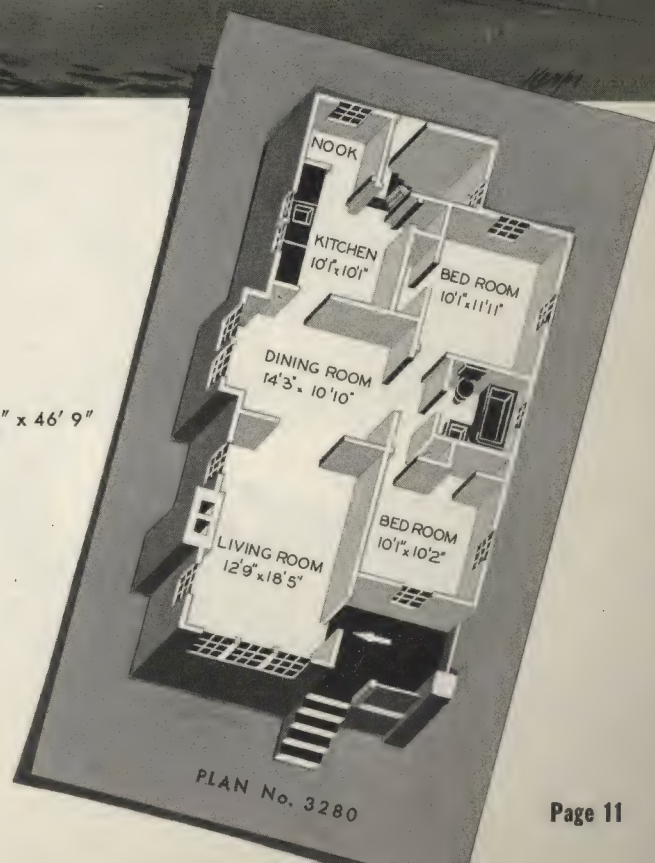


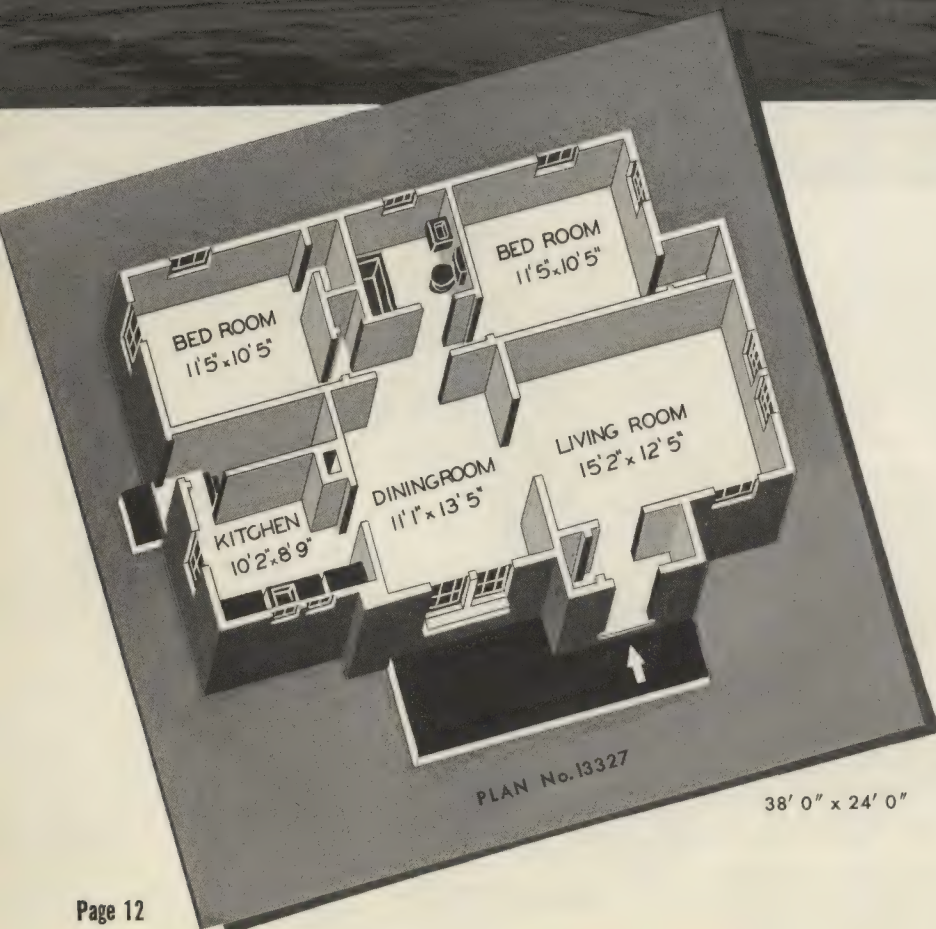
Collingwood

That good feeling you get when you spend wisely is only part of the satisfaction you will get from the Collingwood. It has everything to make you proud and happy—still your budget can be light-hearted, free from heavy burdens and responsibilities.

Clear across the nation, homes like the Collingwood win approving nods. The lines are practical and simple—the house itself brimming with extra values. There's a dandy fireplace—and a kitchen that will be the pride of your life.

24' 0" x 46' 9"





Wilmore

A few logical changes in the English bungalow result in this well-planned home—American style. Attractive, yes! Economical, certainly!

Notice the living room—with enough unbroken wall space for attractive furniture groups. Both dining room and kitchen face the front. You'll appreciate especially the cross ventilation and convenient arrangement of the kitchen.

Bedrooms are at the back, with bath between for greater privacy. Two windows in each room provide cross ventilation and an unbroken view of your garden. Clothes closets and a hall linen closet provide ample storage space.

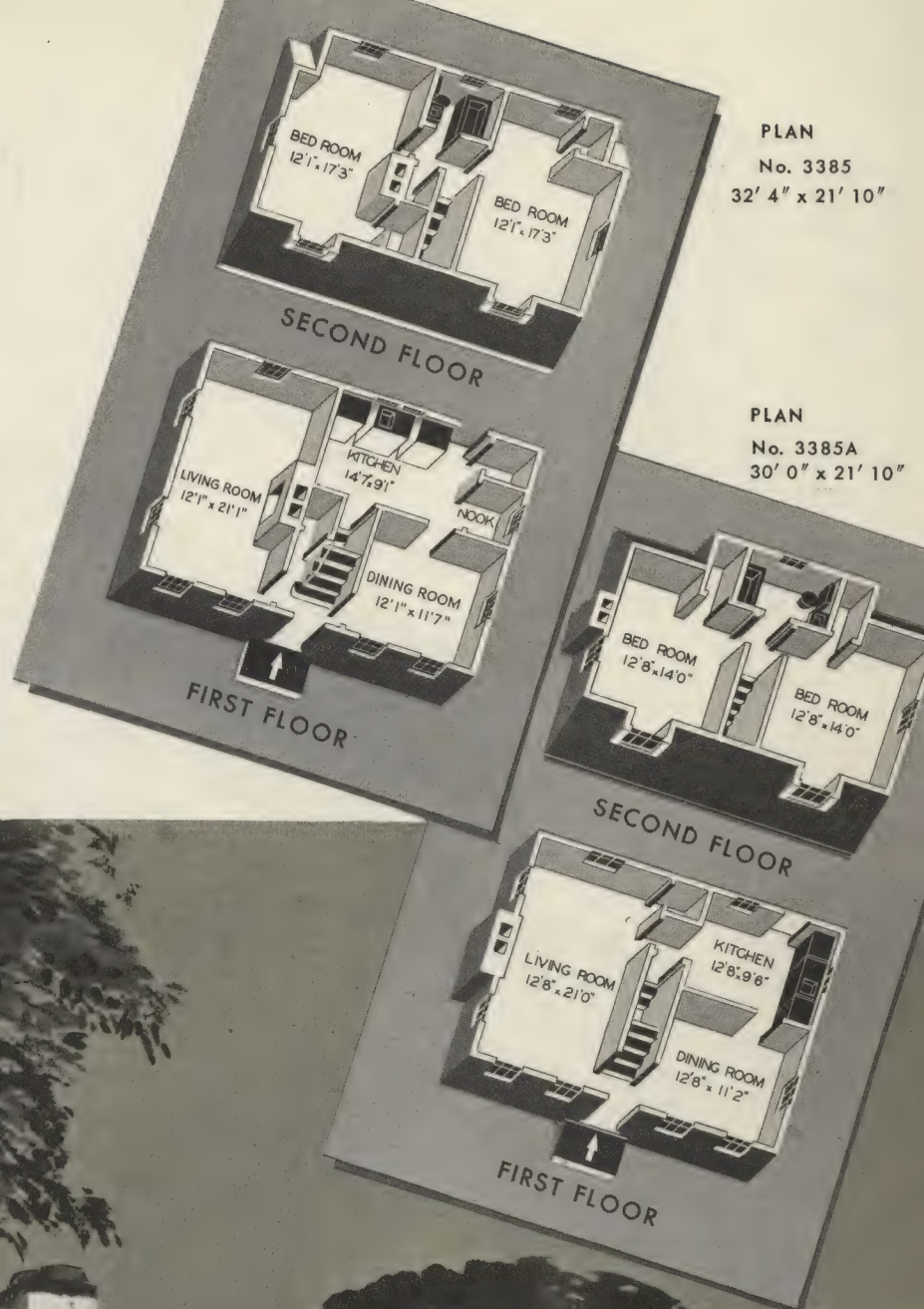
Milford

Trim as a clipper ship, this Cape Cod house is tradition itself. Slat shutters are a quiet contrast to white walls.

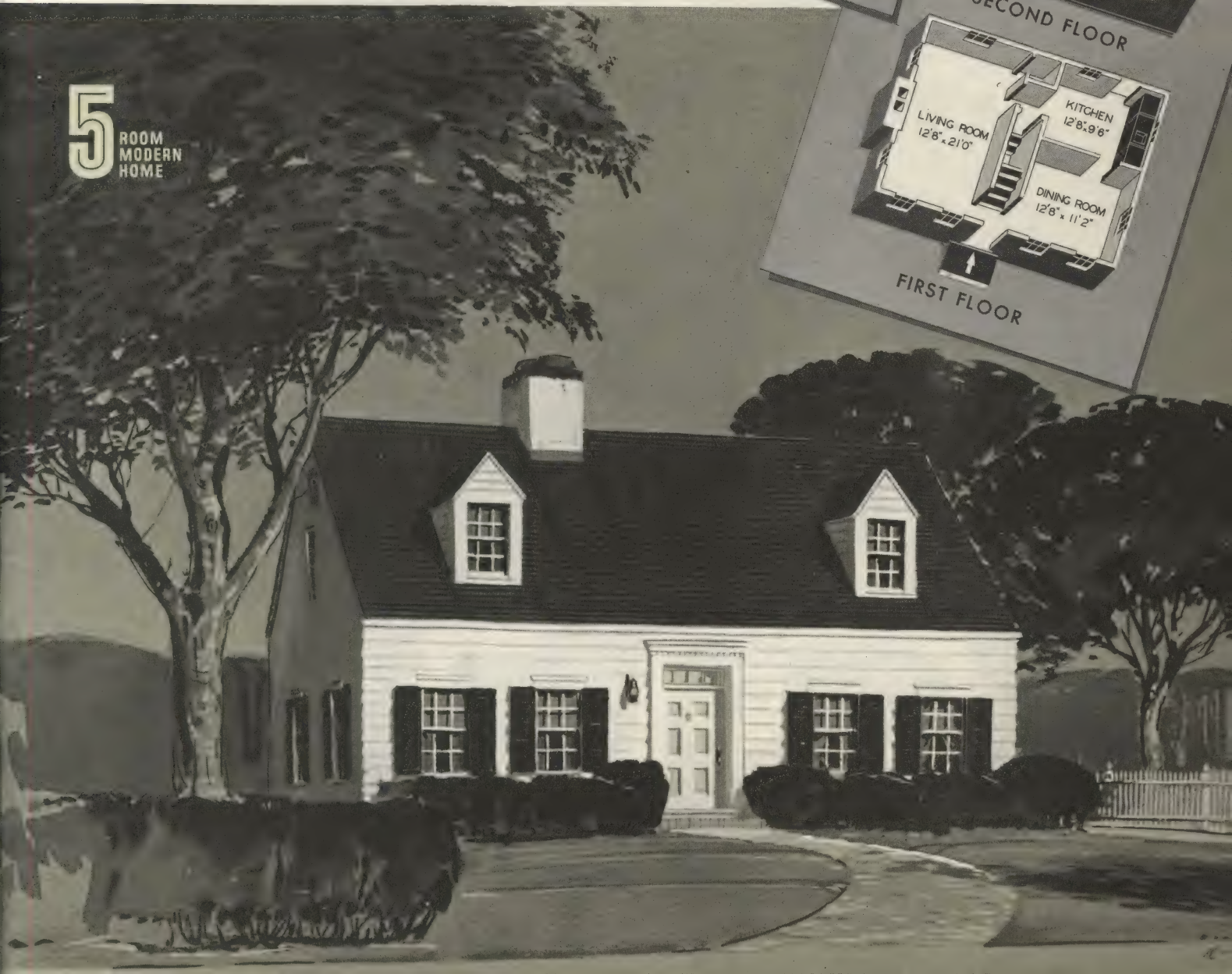
The Milford offers you a choice of two floor plans. The first, 3385, has five rooms, bath and breakfast nook. The other plan, 3385A, eliminates the breakfast nook, but is otherwise similar.

Each plan has a fireplace and five windows in the living room. The cozy charm of the kindled hearth shows you how home should *look* and *feel*.

Bedrooms are large and airy, with windows on three sides. And look how roomy! Your twin beds will at last have enough space to show their beauty.



5 ROOM
MODERN
HOME

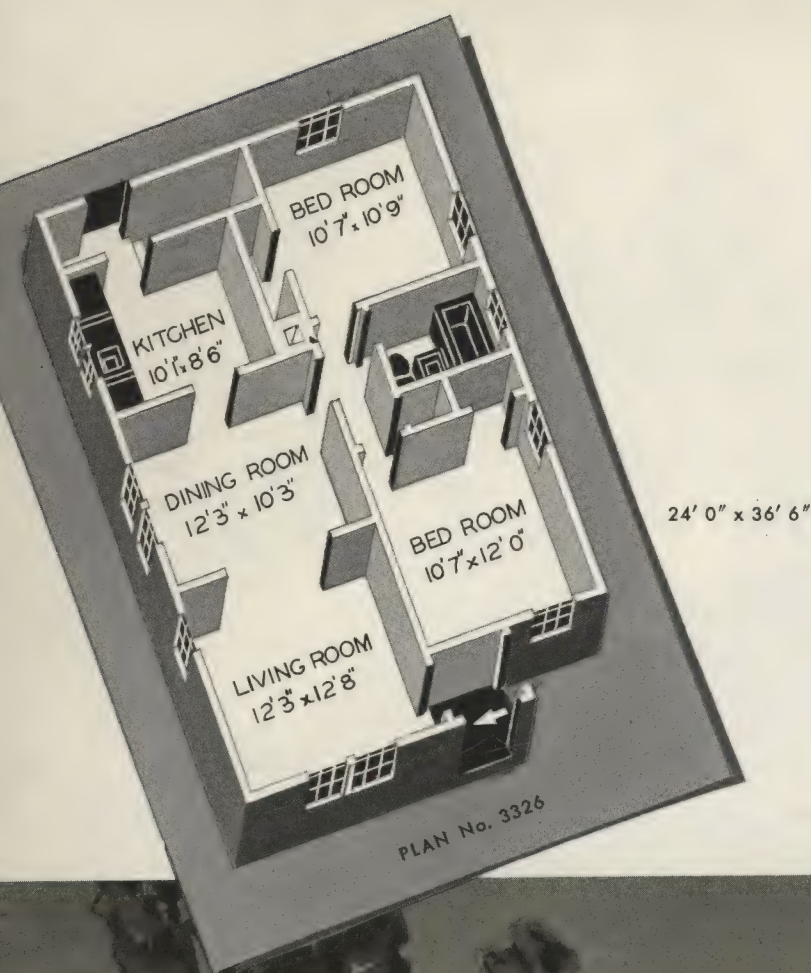


Mayfield

A little bungalow teeming with a wealth of homey details, yet the cost has been held down by shrewd, cautious planning.

The small entrance porch is friendly, ready to give a hearty welcome to your guests—the graceful arches are restful to the eye and very effective.

The living room is a beauty—a double window in the front and single window at the side, leaving plenty of unbroken wall space for balanced furniture arrangement. If you wish, you may omit the plastered arch between the dining room and living room, and make one large room of the two.



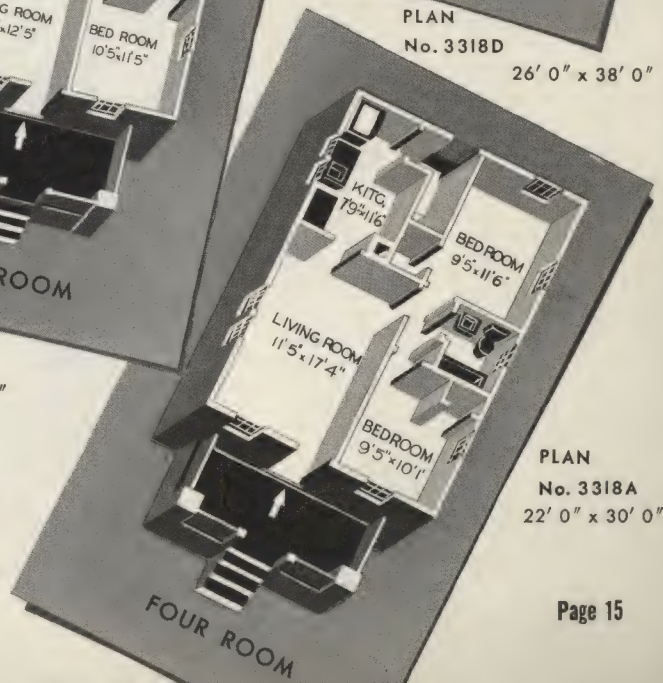
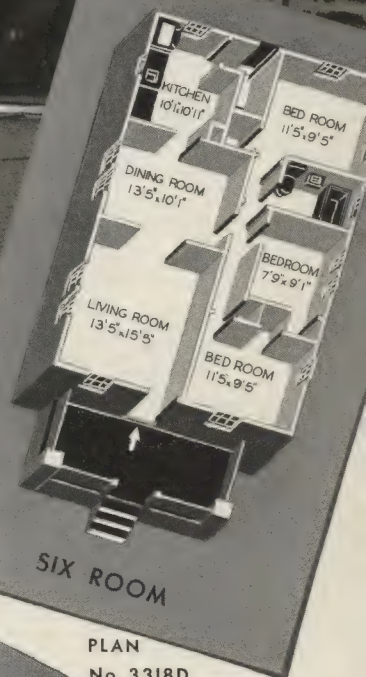
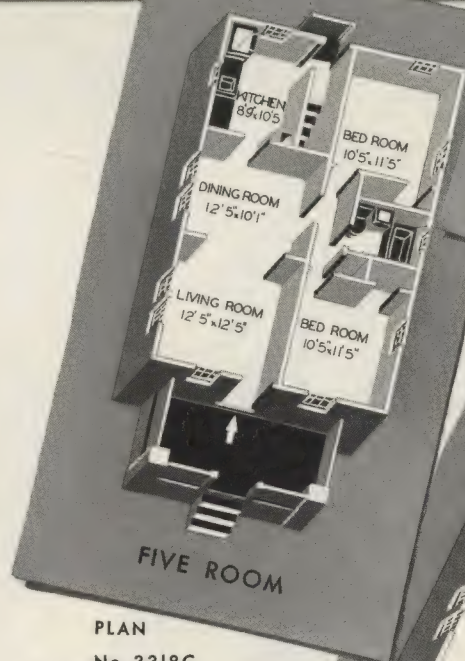
5 ROOM
MODERN
HOME



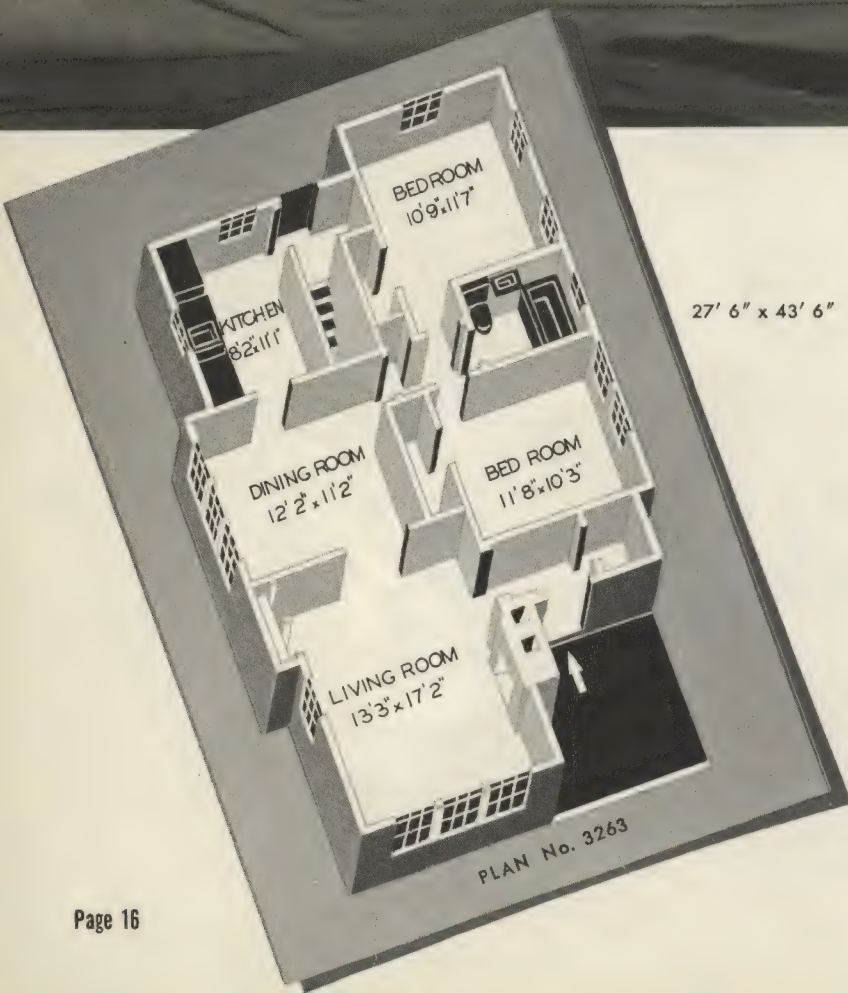


Crafton

Simple, sturdy detail makes the Crafton a thoroughly comfortable house and, of course, a very economical one, too. It has a homey, lived-in look about it . . . no frills or fuss. You have your choice of three floor plans. The first, Number 3318A, provides for four rooms and a bath, with a combination dining and living room. The second plan, Number 3318C, has five rooms and bath, and is similar in arrangement to 3318A, with the addition of a dining room. Number 3318D, calls for six rooms and bath. Not illustrated is Number 3318X, which is identical to Number 3318D, except the roof is raised and attic stairs are furnished over the cellar stairs.



5

ROOM
MODERN
HOME

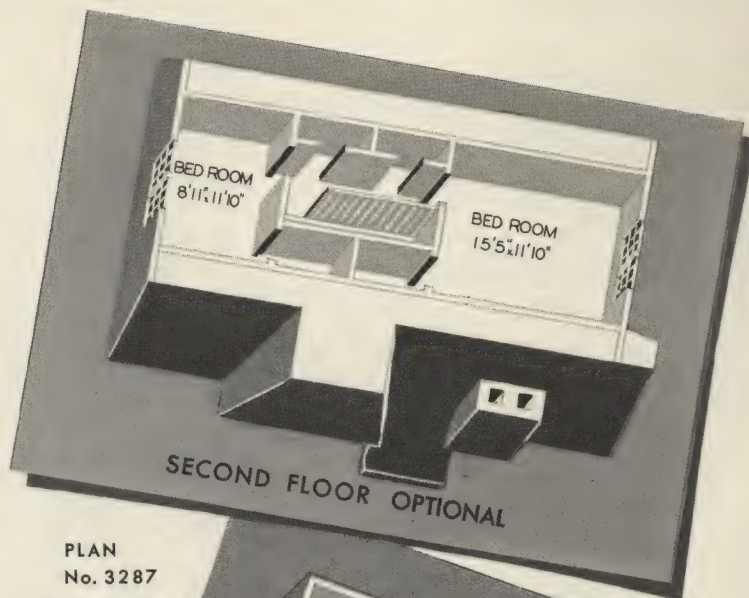
Mitchell

A recipe for happiness—with the Mitchell as the principal ingredient. Show the picture to your family and watch the recipe start to work immediately. Eyes become saucer-big with excitement, faces light up with happy smiles. It's a great thing to build your own home—it's one of the great joys of living. The Mitchell is as English as the Pilgrims—in the same kind of Americanized way. High and mighty lines . . . see how boldly the chimney rises, right in front. The living room is a perfect set-up with its built-in bookcase and cheery fireplace.

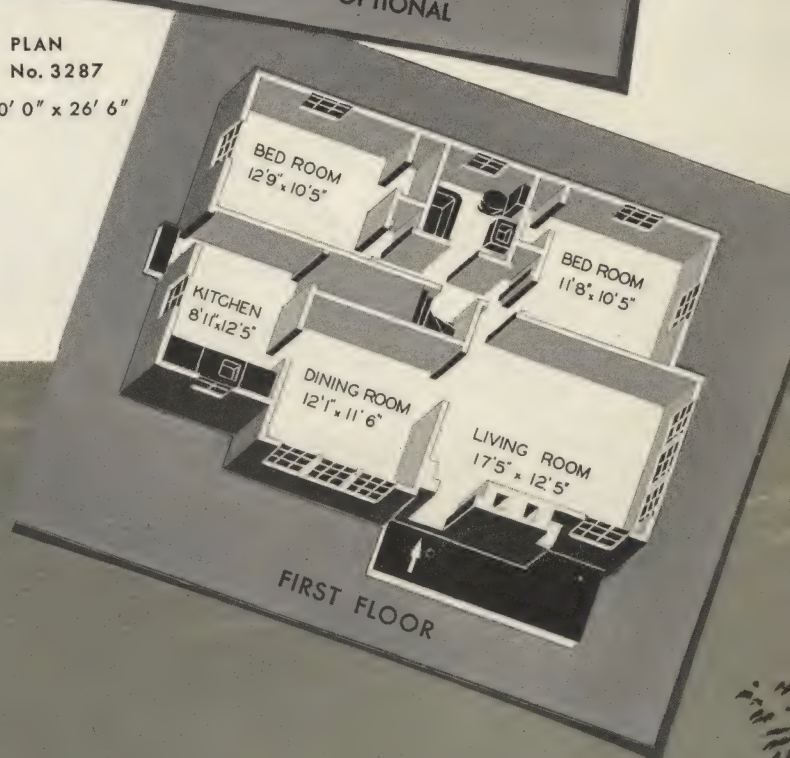
Lewiston

English enough to have an accent! The Lewiston is so authentically English that it might have been transported intact from a quiet, country village in Britain. As all English homes, it too has the huge chimney of brick and stone boldly rising up the front of the house, shuttered windows, and a fine front door. The exterior has a roughish, informal look about it that blends perfectly with the English type design.

The Lewiston is complete as a five-room bungalow, but when you feel you need more room, you may finish the second floor without altering the attractive lines of the exterior in any way.



PLAN
No. 3287
40' 0" x 26' 6"



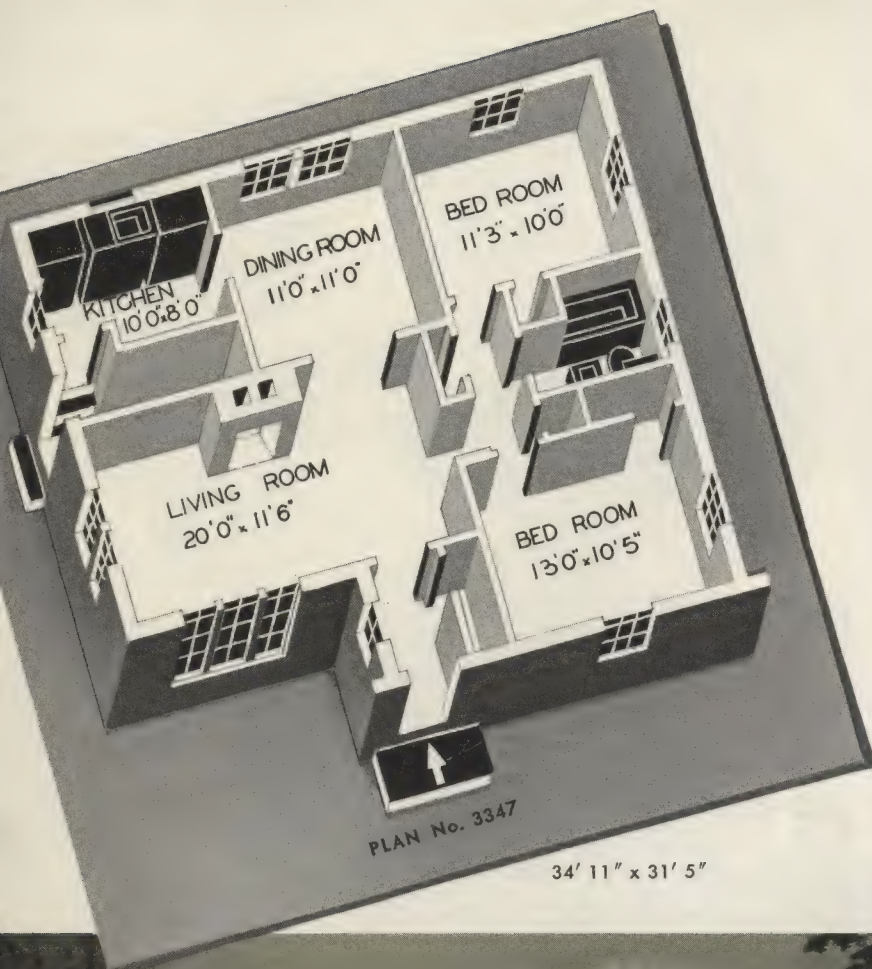
5
ROOM
MODERN
HOME



Hammond

You might build the Hammond in the open country, flanked on either side with rolling, green meadows. Or you might build it on a quiet suburban street with neighbors close by. It's such a calm, conservative design with its own whimsical charm, that it will harmonize with any kind of atmosphere.

The main walls are brick, with which the gables of wide siding contrast nicely. Either whitewashed common brick and white painted gables or dark face brick with stained siding will be distinctive. The spacious living room has a lovely full-length window in the front—and a friendly fireplace on the opposite wall.



5 ROOM
MODERN
HOME



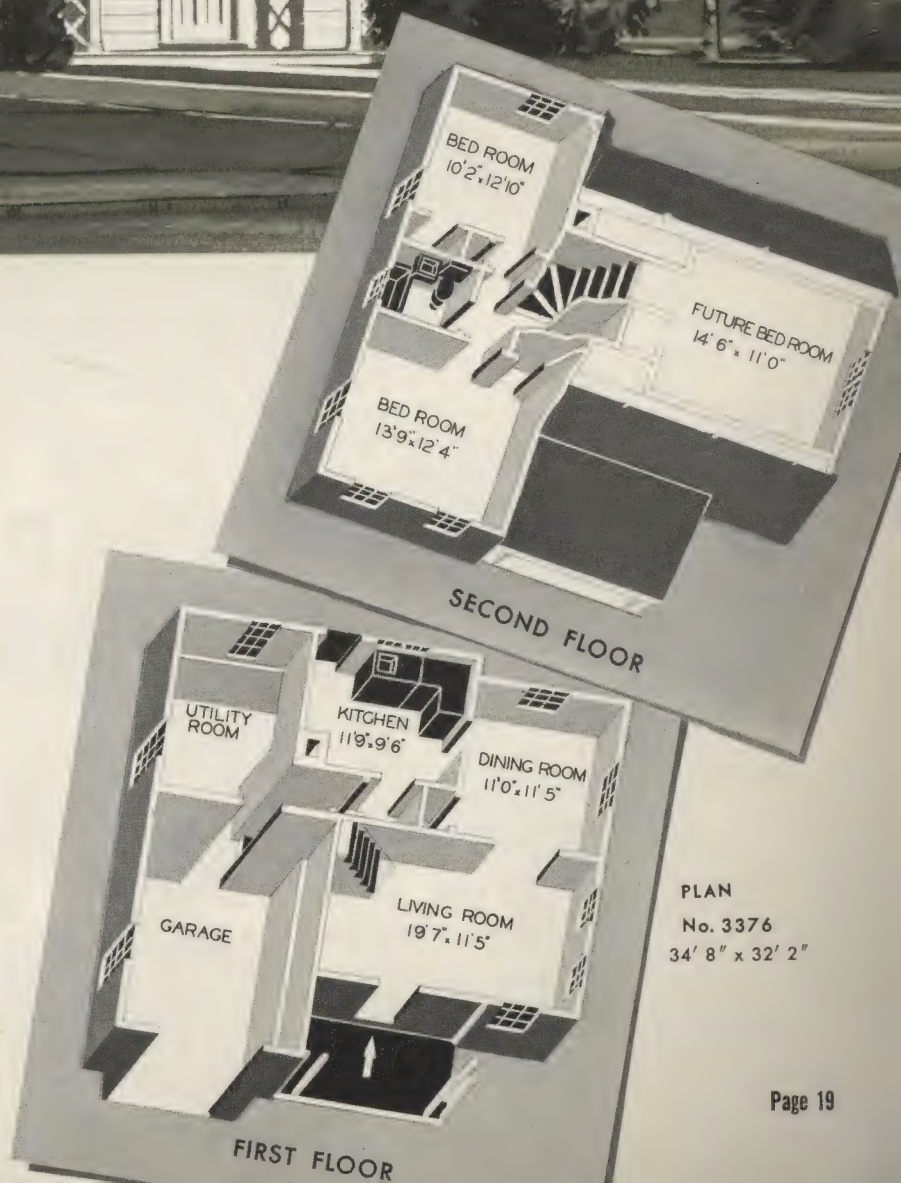


Homestead

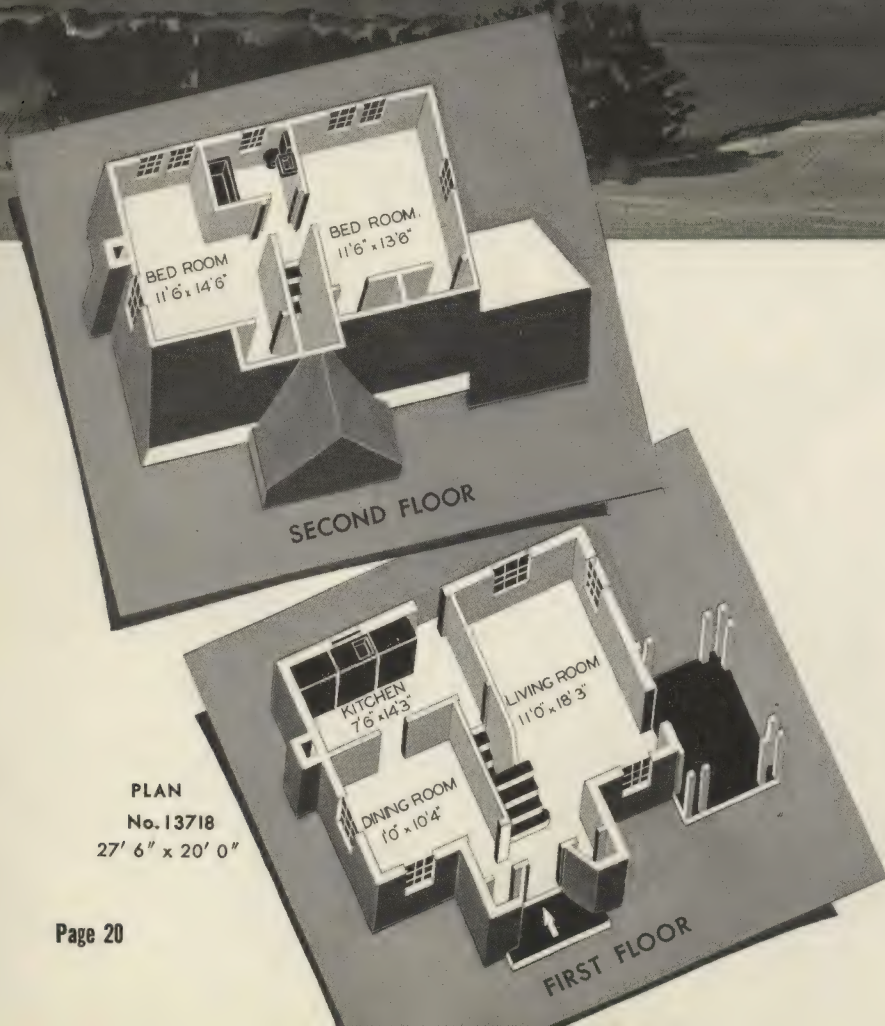
The Homestead mirrors all the New England stout-hearted warmth and cheer in its nicely balanced Colonial exterior. The very minimum amount of excavation is required, because only the space you are actually going to use will be dug up. The plans call for a utility room and an attached garage in this space, but if you omit the garage, you can use this space for a recreation room.

The first floor level takes in the living room, dining room and kitchen—on the second floor are two bedrooms, which are cross ventilated, and a bath.

When your family grows into it, you may utilize the space over the living room for a large, third bedroom.



5 ROOM
MODERN
HOME



PLAN
No. 13718
27' 6" x 20' 0"

Croydon

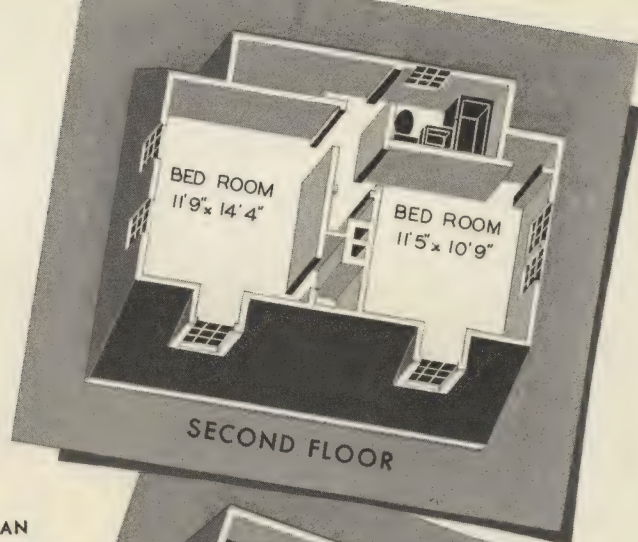
The Croydon will give you and your family a spanking new outlook—fresh and inspiring as the spring of the year. It will prove to you that you can have a small house, absolutely modern, without a single trace of faddishness—and that it can be really inexpensive, too.

In the Croydon, there are no unnecessary details to raise the cost. There's a large, roomy living room that opens out to the side porch . . . and a miracle kitchen that will save you many steps.

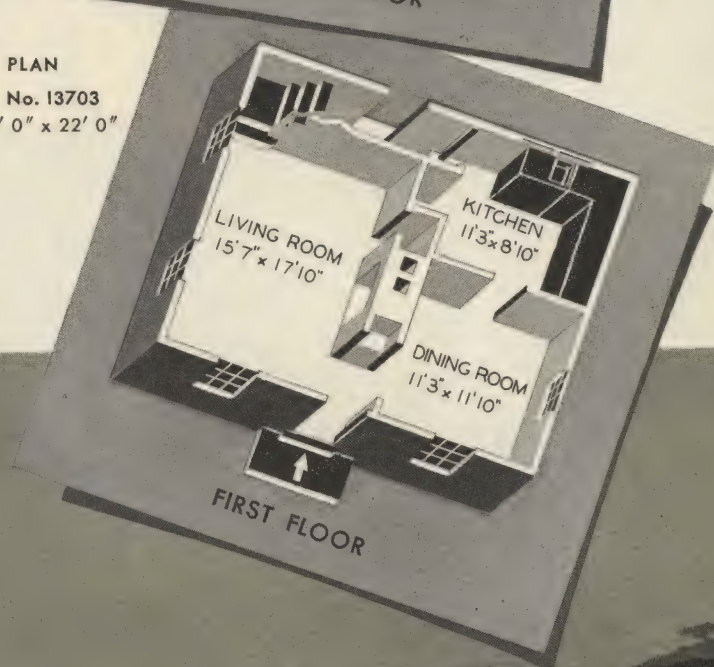
Warren

It's just like meeting an old friend when you see the Warren—that same feeling of complete ease and satisfaction comes over you. The Warren is a restful home—a haven for you to shut out the rest of the world. Get comfortable in front of the grand, cheerful fireplace in the living room and dream your dreams.

The lines are typically Cape Cod—trim and neat as a pin, broken only by the two dormer windows. It's so simply arranged that you can easily build it on as small as a thirty-five foot lot.



PLAN
No. 13703
28' 0" x 22' 0"



5 ROOM
MODERN
HOME



Marion

The Marion looks like home—its lines are familiar and substantial. And good news!—expenses have been curbed by eliminating all unnecessary details. There's nothing elaborate or fussy about this cozy, informal house—it's just plain *comfortable*—and quite roomy, too.

A fine fireplace makes the living room tops for real enjoyment. The bay window in the dining room not only makes that room larger, but adds interest to the exterior . . . conveniently near the kitchen, too. And speaking of kitchens, this one will give you efficiency-plus.

Upstairs are two bedrooms and a bath.

PLAN
No. 3415
22' 0" x 24' 0"

SECOND FLOOR

FIRST FLOOR

5 ROOM
MODERN
HOME





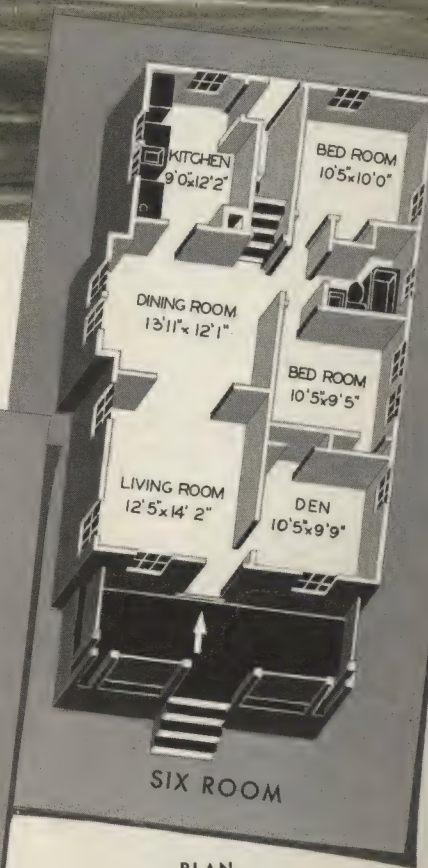
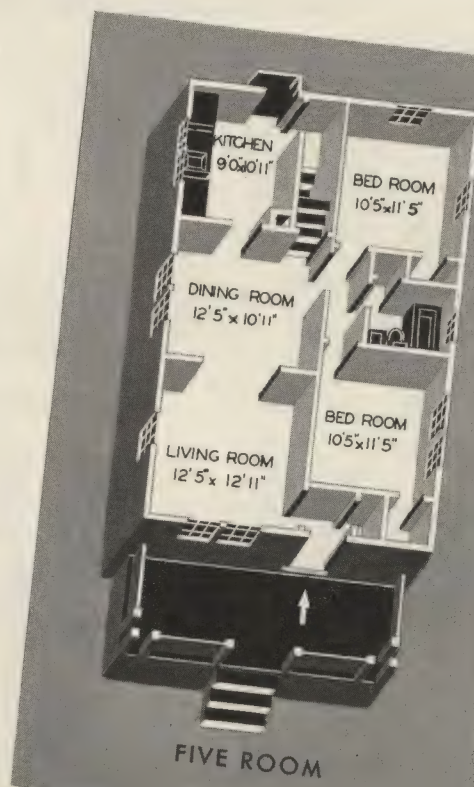
Winona

A familiar-looking, livable kind of American Cottage—no fussy details, just neat, tidy lines. It's a very strong and sturdy house—easy to take care of because of its pleasingly simple lines and excellent arrangement inside and out.

The entire family will enjoy the spacious front porch—how charming and inviting it will look with green vines and morning glories climbing 'round the pillars!

You may choose from either of two floor plans. Number 12010A is planned for five rooms, while number 12010B is the six-room floor arrangement.

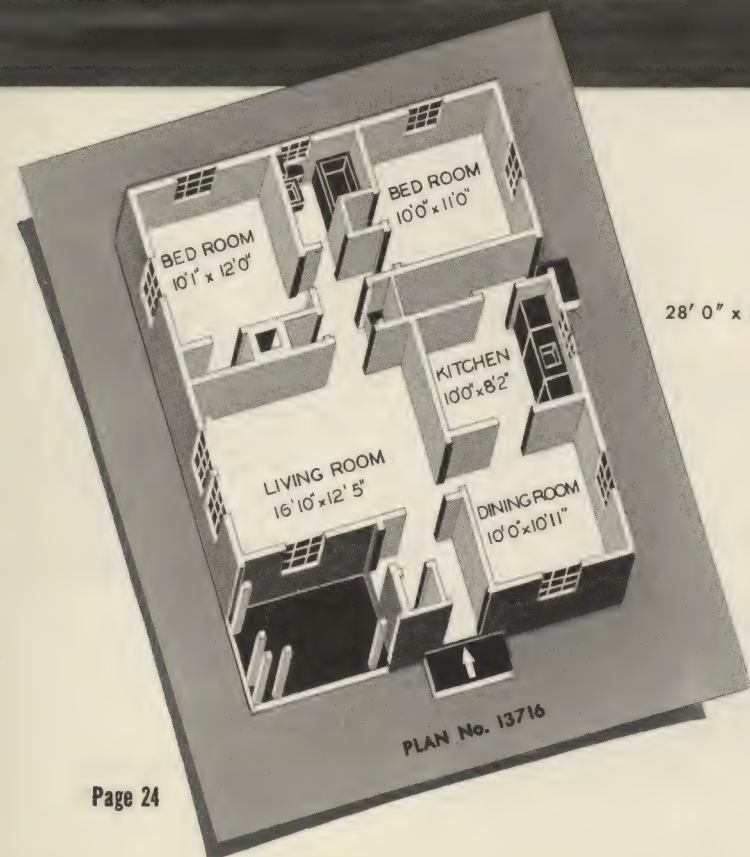
In both plans, the stairs next to the kitchen lead both down to the cellar and up to the attic, where there is a large space for storing your things.



PLAN
No. 12010B
25' 6" x 40' 0"

PLAN
No. 12010A
24' 0" x 36' 0"

5 ROOM
MODERN
HOME



28' 0" x 35' 2"

Lynn

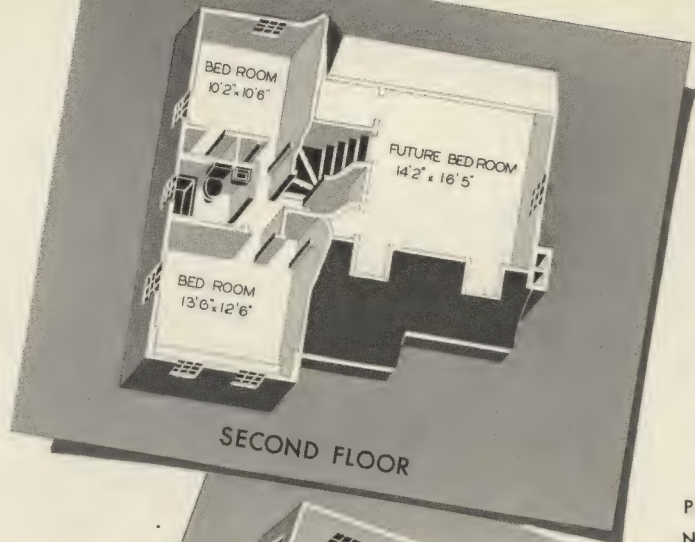
More than often simplicity means good taste. Always in building a house, simplicity means economy, because it lessens the amount of labor required. The Lynn, with its simple, symmetrical lines, is a reserved, practical, yet pleasing style that has inherited that marvelous New England sense of thrift.

It's tailored to a T for a thirty-five foot lot. The living room is large and very livable. Shuttered front windows are the only dress-up, formal touch on the neat-as-a-pin Colonial exterior.

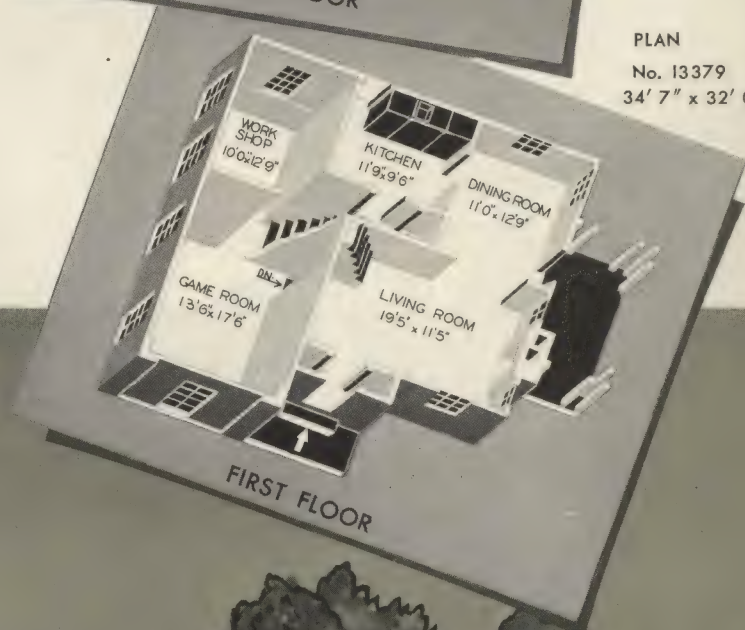
Concord

American to the core—and as much a part of New England as its rockbound coast and rich green forests. The Concord is a typical Cape Cod home, superbly planned to meet the needs of a small family who must economize on space as well as money.

The plan has five levels and gives seven-room efficiency in the space ordinarily devoted to five rooms. Just above the utility basement you'll find a good-sized game room and a handy workshop.



PLAN
No. 13379
34' 7" x 32' 0"



5 ROOM
MODERN
HOME



Vallonia

The Vallonia is the type of bungalow dear to most Americans. We all love its simple, sturdy appearance, its friendliness, its versatility. You can build it for five rooms or eight, whichever fits your own particular needs best.

You see, finishing off the second floor is optional. That may be done any time you find you need those extra rooms, without affecting the outside appearance of the house in any way.

The kitchen is compact and unified.

5 ROOM
MODERN
HOME

SECOND FLOOR OPTIONAL

PLAN
No. 13049A
26' 0" x 38' 0"

FIRST FLOOR



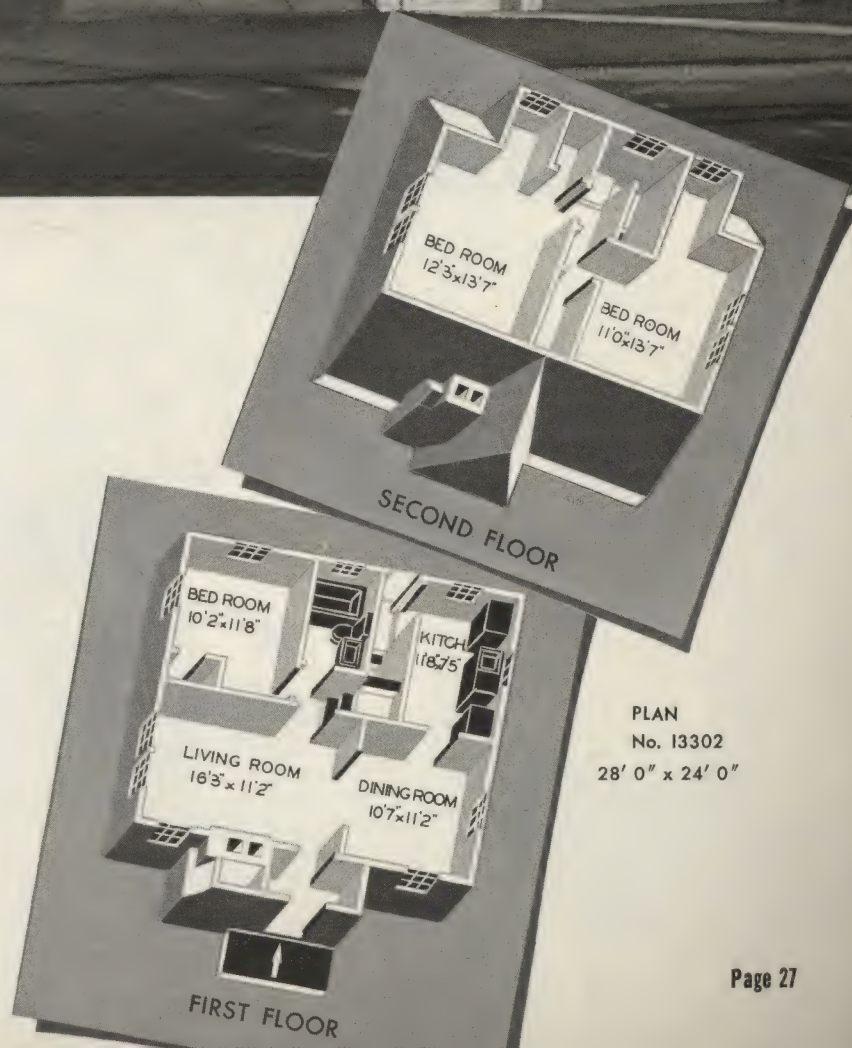


Ridgeland

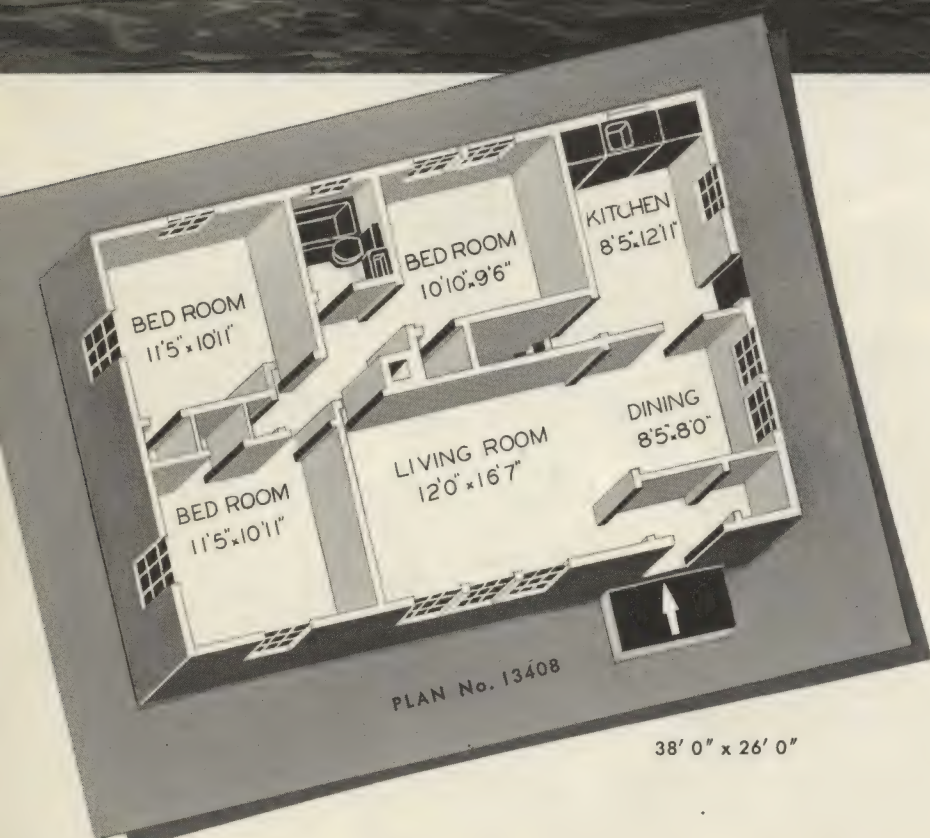
You don't need a bulging pocketbook to build the Ridgeland. Fact is, it's been planned especially for budgeteers—and its phenomenal thrift-price is bound to save you money!

The nice thing about the first floor plan is that it forms a complete four room home in itself. In the living room, as in most English-style houses, there's a lovely fireplace—the kind with a prominent outside chimney which is a necessary part of the exterior design.

The first floor bedroom can serve a number of purposes—library, den, sun parlor, sewing room. The kitchen is unified with a place for everything.



PLAN
No. 13302
28' 0" x 24' 0"



Carver

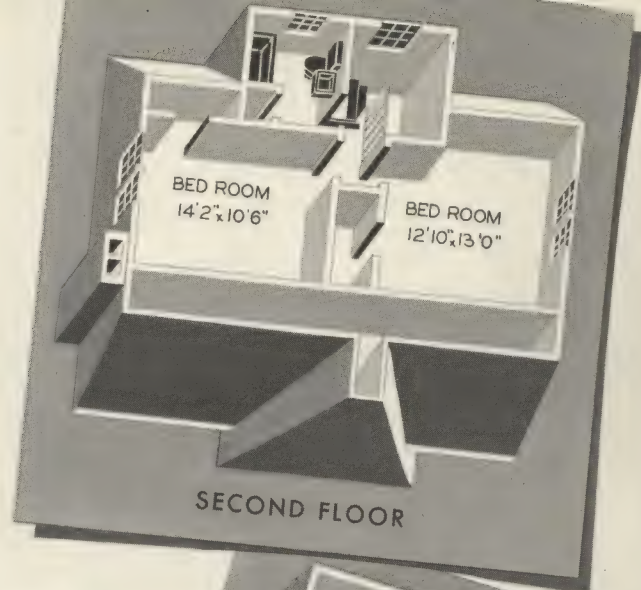
This quaint Cape Cod cottage has almost a pioneer charm about its rugged exterior—the lines are simple, yes, but perfectly balanced in every little detail. The Carver is a “find” for young married couples who haven’t as yet made their fortunes, because it is a money-saver in a number of ways.

Since space as well as money is at a premium, the dining room is replaced by a smaller dining alcove, large enough to seat six or eight persons comfortably. Here, you can do your entertaining with the pride and poise of a duchess.

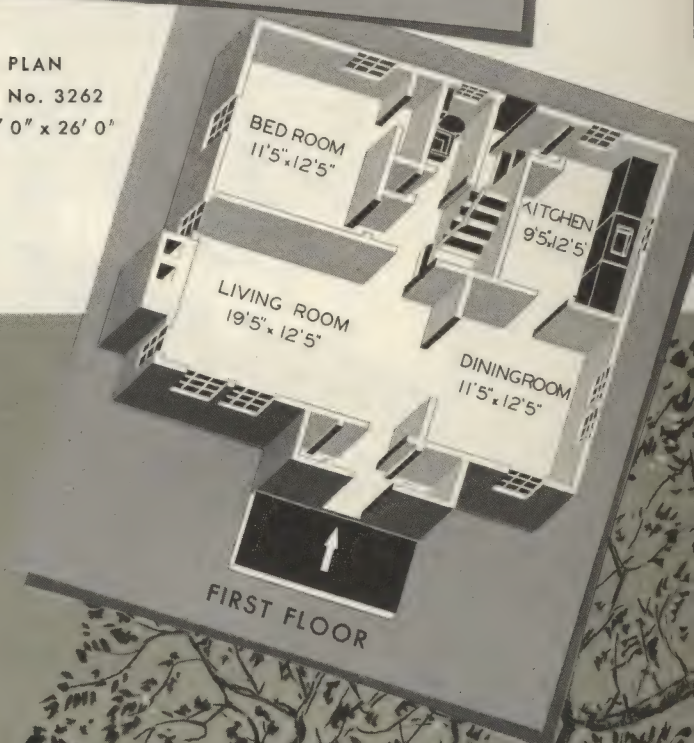
Dover

The Dover, brimful of English cottage ruggedness, is rich in new and important ideas—but is priced in sympathy with lean budgets. The huge brick chimney and the peaked front gable both give the exterior height, while the roof lines keep it compact. You'll appreciate its well-arranged floor plans.

There's a certain finesse about the large living room—perhaps it can be attributed to the grand English fireplace. The Dover's kitchen is a model of efficiency. The first floor bedroom has unlimited possibilities—furnish it as a guest room, library, or a cozy den.



PLAN
No. 3262
32' 0" x 26' 0"



6 ROOM
MODERN
HOME



Attleboro

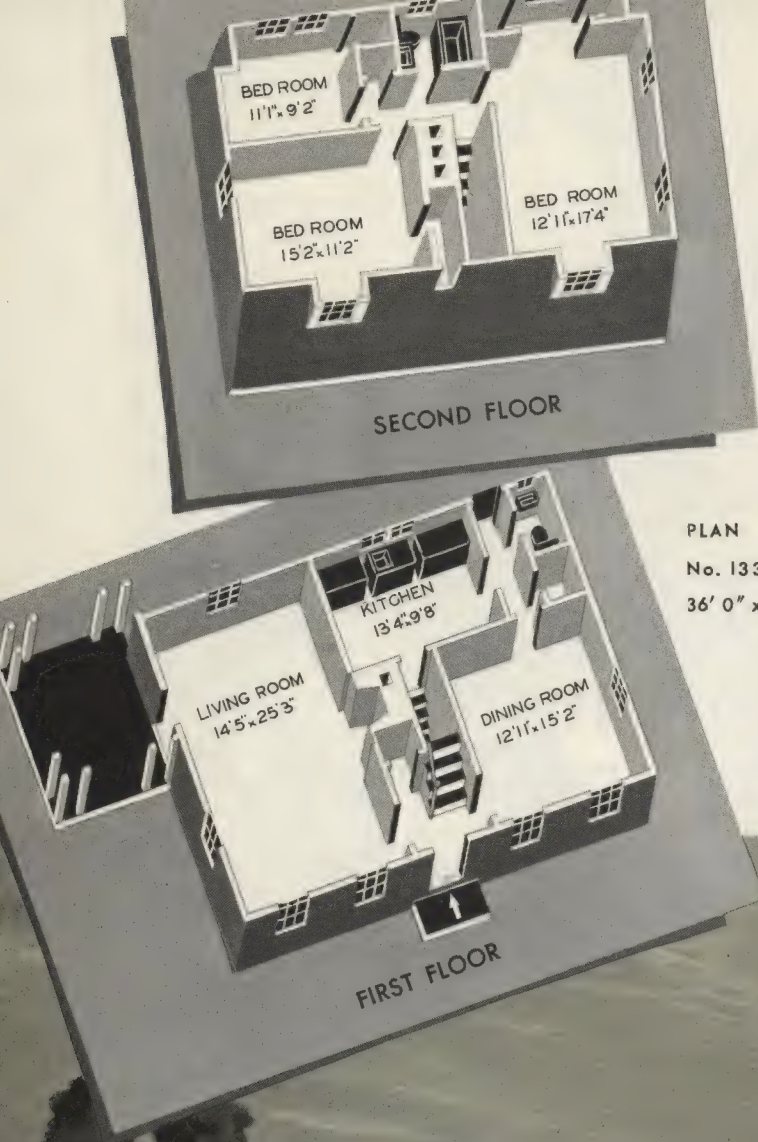
Call a family consultation! Gather the clan and show them the Attleboro. Everyone will like the architectural style—for Cape Cod has been an All-American for almost two centuries—just as they'll like the handsome front door with its classic proportions and the fine, neighborly shuttered windows.

Mother will be impressed with the size of the living room and the two coat closets—one near the front entrance and one near the rear. Everyone, Father especially, will be taken by the cozy, open fireplace in the living room.

PLAN

No. 13384

36' 0" x 26' 0"



6 ROOM
MODERN
HOME

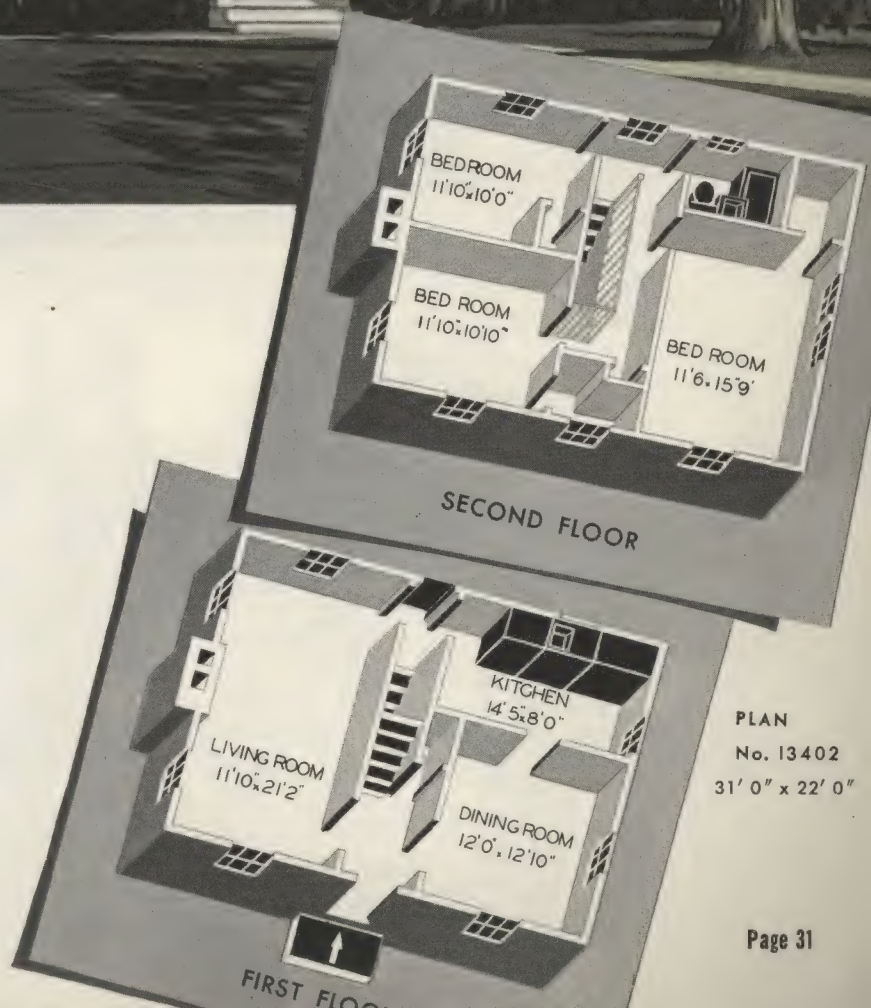




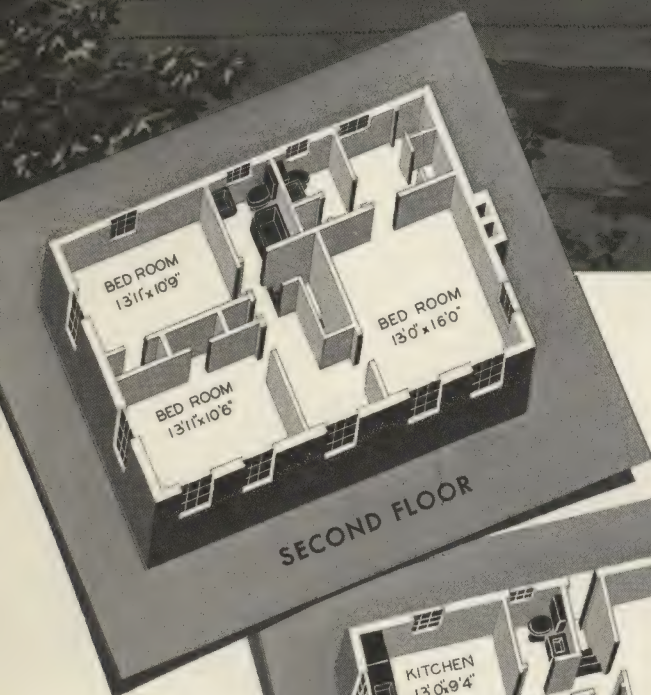
Newcastle

The Newcastle is as much a part of New England as baked beans and brown bread, and tangy clam chowder. It's packed full of the patriotic fervor of '76 . . . it's American Colonial at its perfection. A house similar to the Newcastle has patiently and proudly watched America grow for over two hundred years now—and it is still standing.

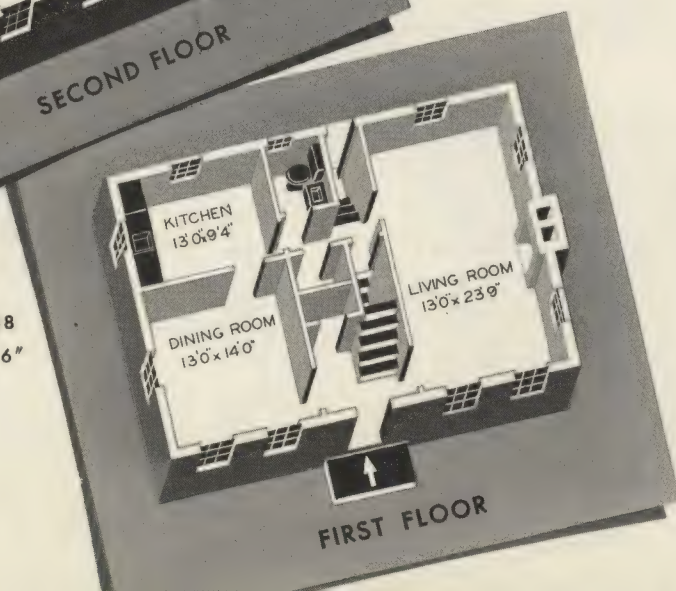
We mean the original Richards House, built at Litchfield, Connecticut, in 1730. From this fine old house, the Newcastle gets many of its beautiful details. Every room in the house, downstairs and upstairs, is efficiently cross ventilated.



6 ROOM
MODERN
HOME



PLAN
No. 3368
37' 0" x 25' 6"



Haverhill

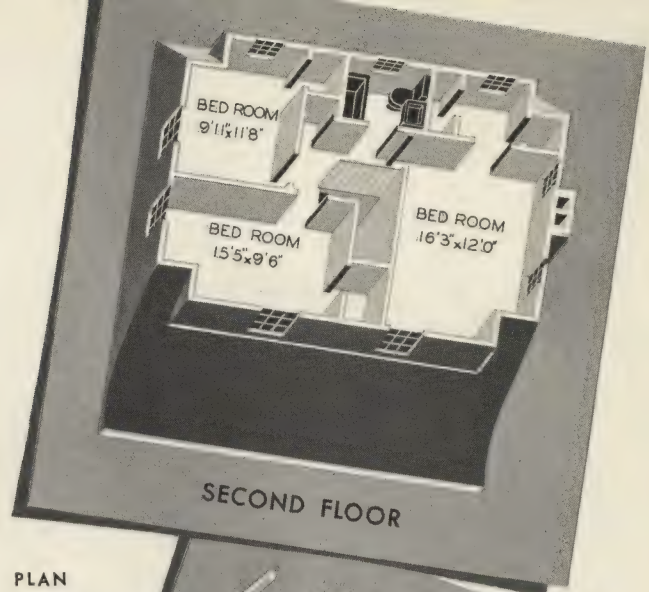
Not even a hint of the commonplace can you find in this distinguished Colonial home. Just a quiet, mellow charm that seems impossible to achieve at this astonishingly economical price—but it can be done—and done easily!

The lovely front entrance is the crowning glory, for it was inspired by the one used on General Strong's home, which was built 'way back in the Revolutionary days. There's a friendly fireplace in the living room, just aching for crackling logs and red-tongued flames.

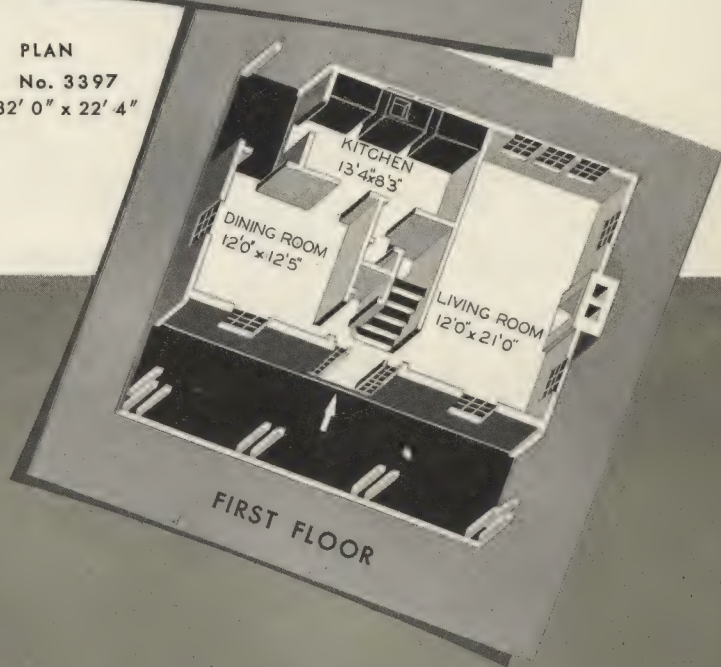
Newbury

Paint the Newbury white, and add forest-green shutters for a piquant contrast. Then, frame it with a velvety-smooth lawn dotted with bright flowers—and that hankering you've had for a home of your own will be forever and completely satisfied.

The Newbury is dressed up in its best bib and tucker with its shuttered windows, pillared front porch and Colonial front door. And you'll be proud, pardonably proud, of the spacious living room with its friendly fireplace.



PLAN
No. 3397
32' 0" x 22' 4"



6
ROOM
MODERN
HOME



Lorain

Hospitable and friendly all the way through in the best Colonial traditions. The front entrance with its covered porch smiles out at your guests and greets them warmly . . . just as a peek in the shuttered front windows shows how smoothly the interior blends with the attractive Colonial scheme.

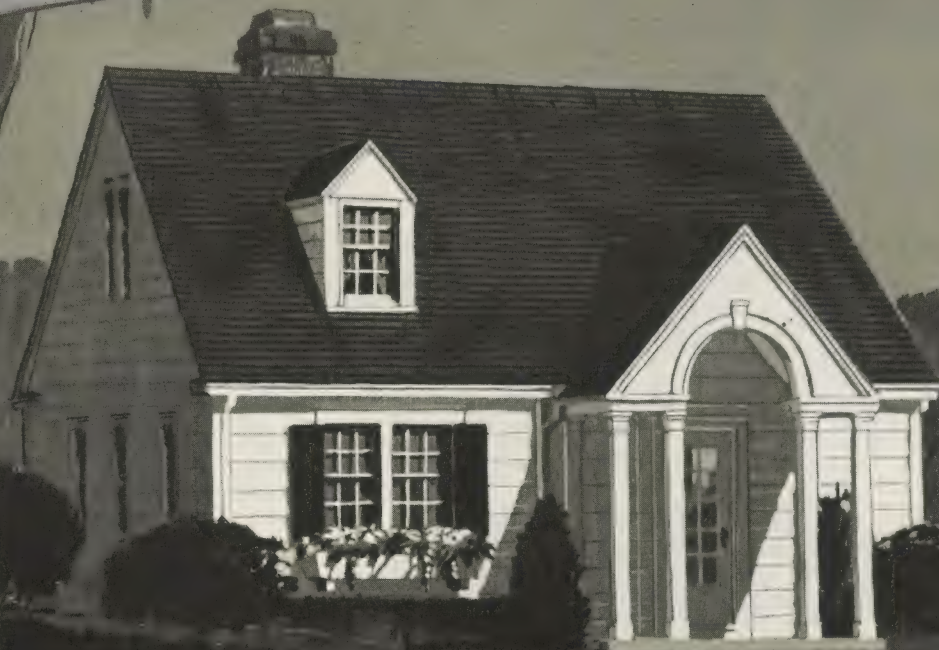
A plastered arch connects the living room and the dining room. All day long, these rooms are sparkling and cheery with sunshine. Decorate and furnish the front bedroom on the first floor to fit your own particular needs. Use it as a den, library, sewing room or guest room. The entire plan is in excellent taste and proportion.

PLAN
No. 3281A
24' 0" x 30' 0"

SECOND FLOOR

FIRST FLOOR

6 ROOM
MODERN
HOME

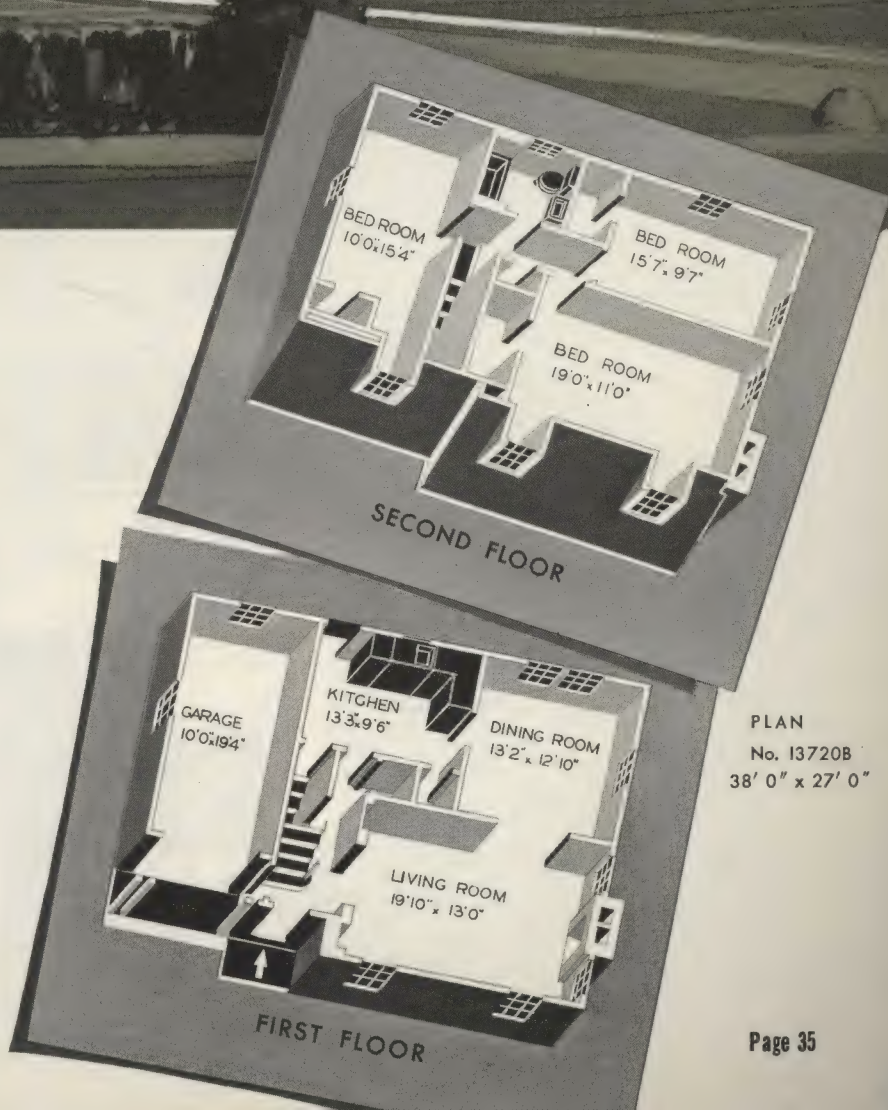




Medford

Move into the Medford—bag and baggage—and rub elbows with prim Cape Cod charm and New England traditions. But first, have all the fun of planning and building your own home. Of course, Sears do most of the tedious detail work for you—and leave all the enjoyable, thrilling things for you and your family to have fun doing.

You'll like the Medford for all its little conveniences that make a home comfortable. For instance, the cheery fireplace in the living room, the portico which leads from the attached garage to the front door. The attached garage and bedroom above are, of course, a matter of choice and can be omitted.

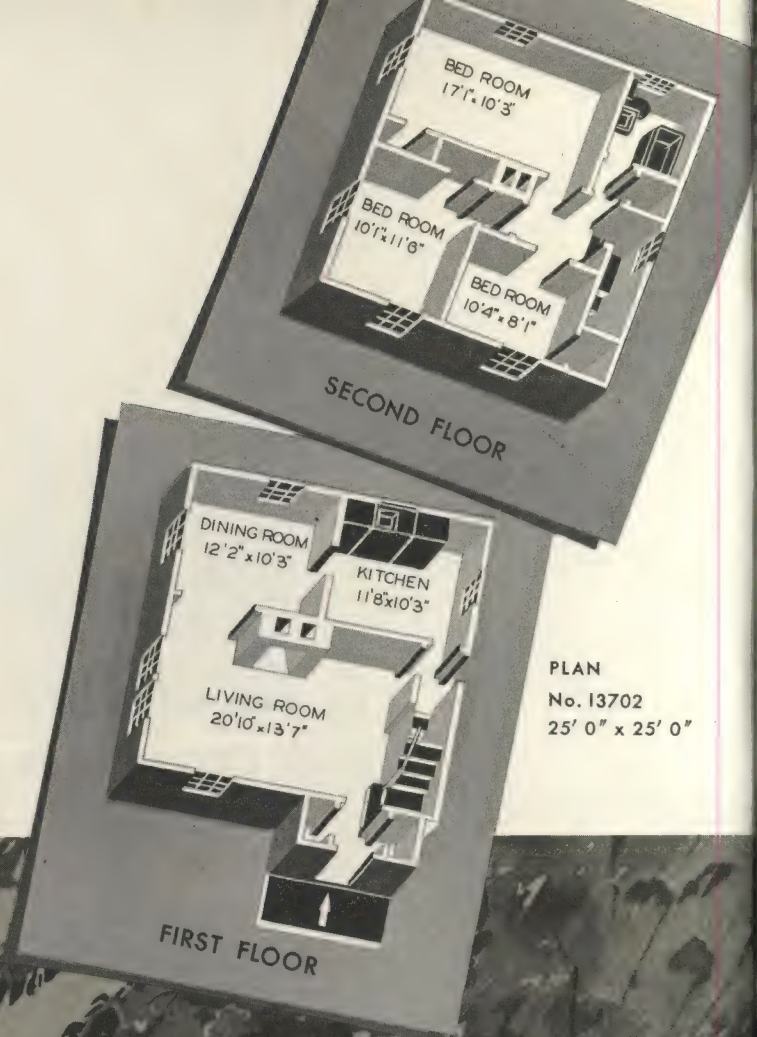


fulton

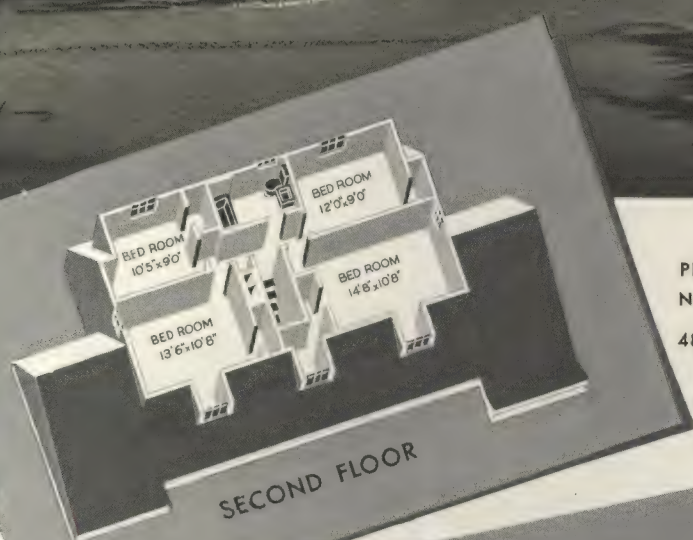
The Fulton is a thoroughbred—a regular blue-blood of American Colonial design. Every detail is completely, all-the-way correct. But still, it's not the least bit stiff or grim looking. (See how the high-rising roof breaks what would otherwise be square, solid lines!)

But that's not half the story. We haven't even mentioned the lovely front door. Or the flickering flames of the fireplace that make mysterious shadows on the living room walls. Or that you can build this much house on a thirty-five foot lot at such low cost.

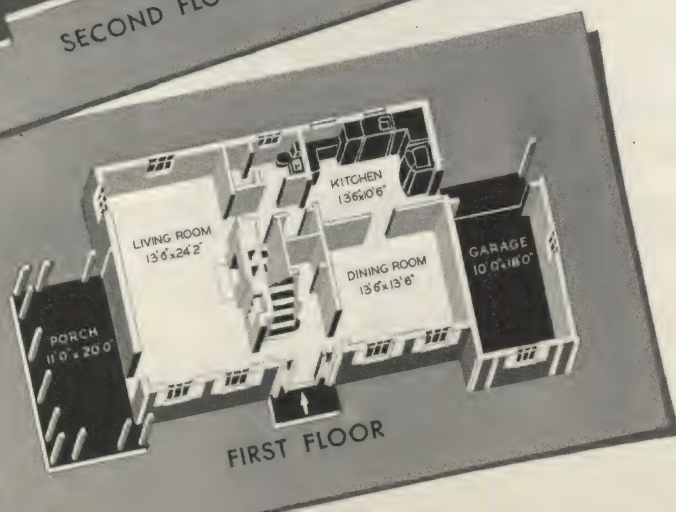
6 ROOM
MODERN
HOME



7 ROOM MODERN HOME



PLAN
No. 3721
48' 8" x 29' 9"

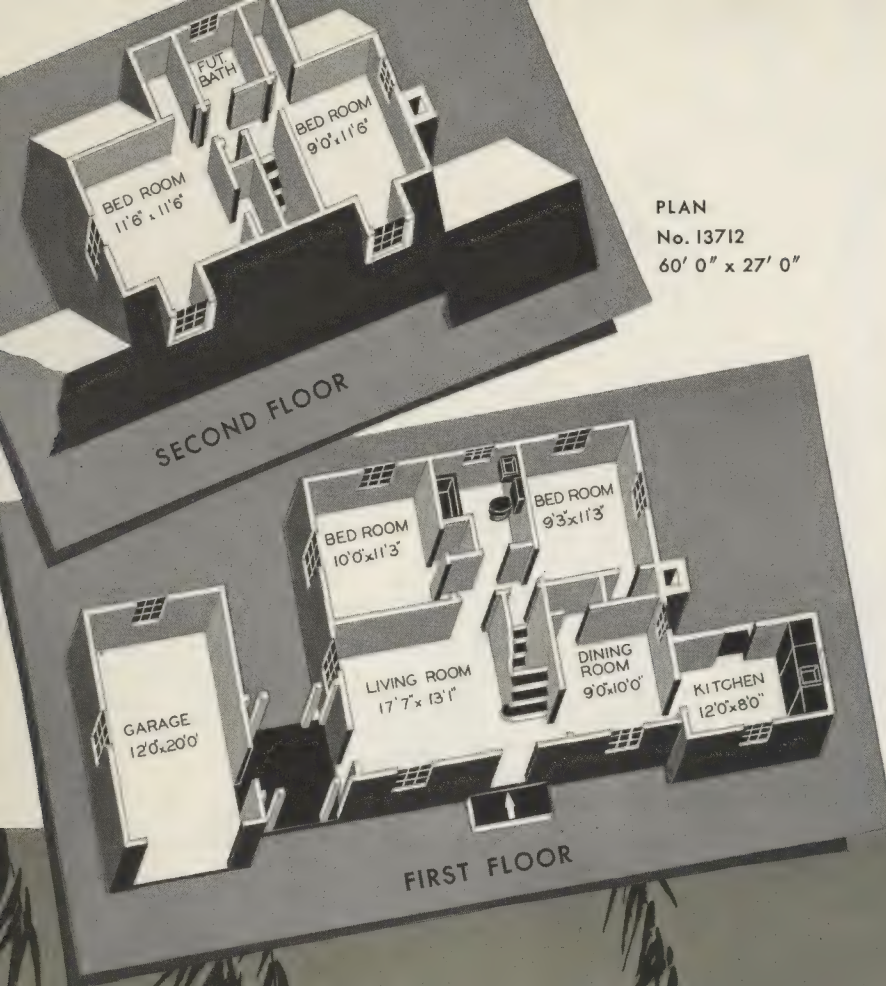


Malden

the house on
the front cover

The Malden is the kind of house that puts a lift in your soul—good looks galore, yet full of practical, pet economies. Lunch in the sun—or curl up kitten-wise for an afternoon snooze on the side porch . . . (almost like an extra room). The garage is conveniently attached to the house, and there is a lavatory on the first floor. We like to call it “common-sense planning.”

The living room is a dream—large, roomy, with a fireplace . . . the kitchen, a homemaker’s paradise-on-earth.



PLAN
No. 13712
60' 0" x 27' 0"

Branford

A gracious, seven-room house with a thought to the future—you may add a second floor bath whenever you feel you can afford it. The design itself is not at all affected by its omission.

The porch off the living room serves as a shelter for you to reach the garage in bad weather. (It's an efficient, time-saving idea to connect the garage to the house. You'll appreciate it.)

The elongated plan balances itself on the opposite side by an extended, very compact kitchen . . . a cheery, bright room with windows on two sides.

7
ROOM
MODERN
HOME

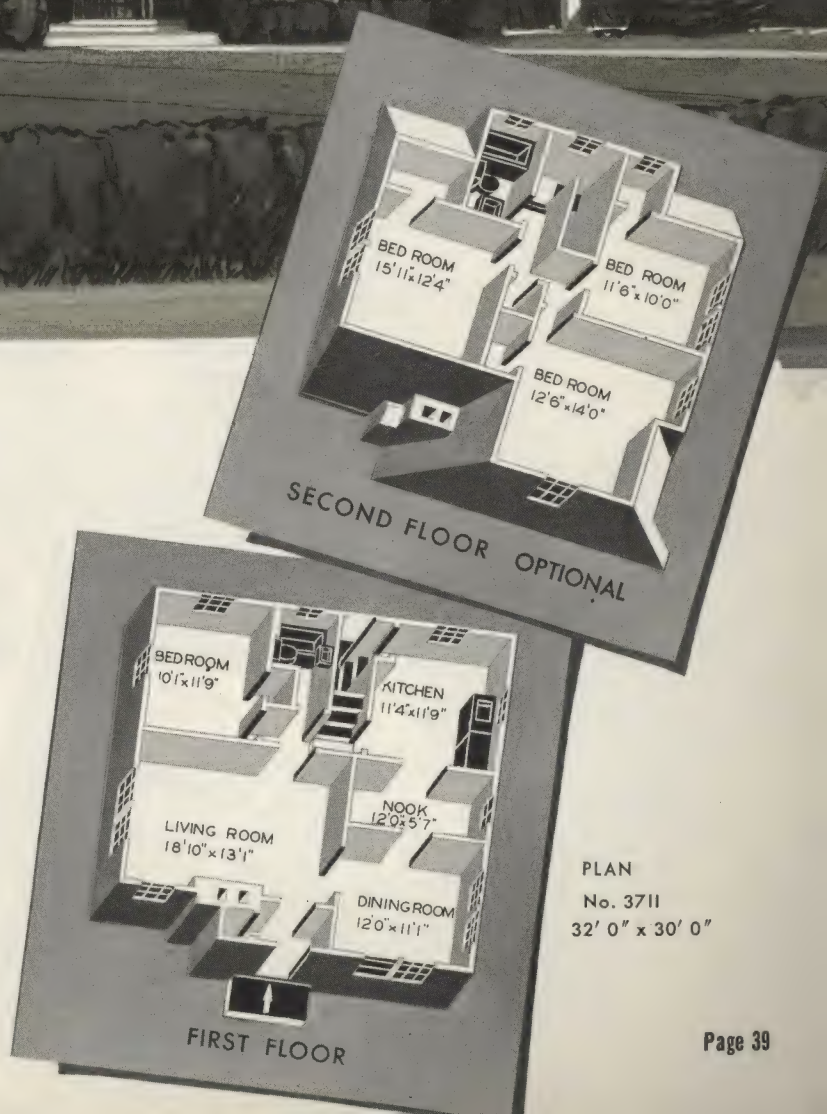




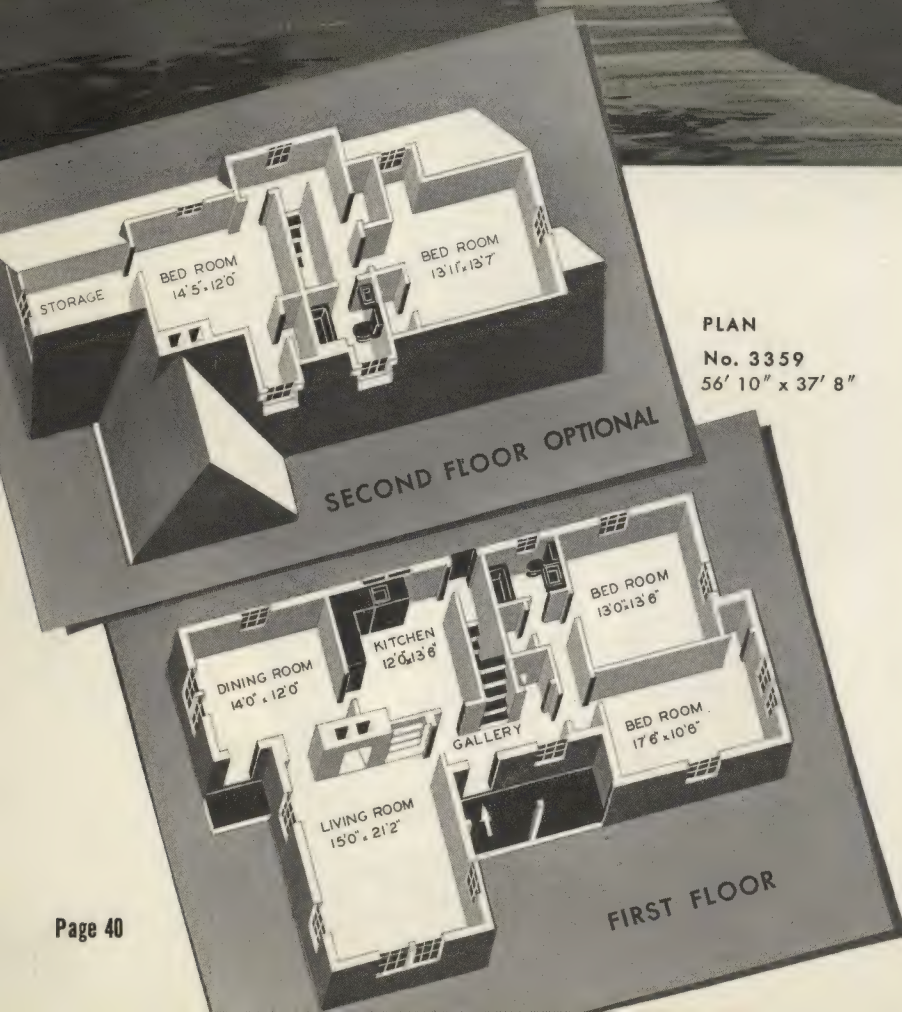
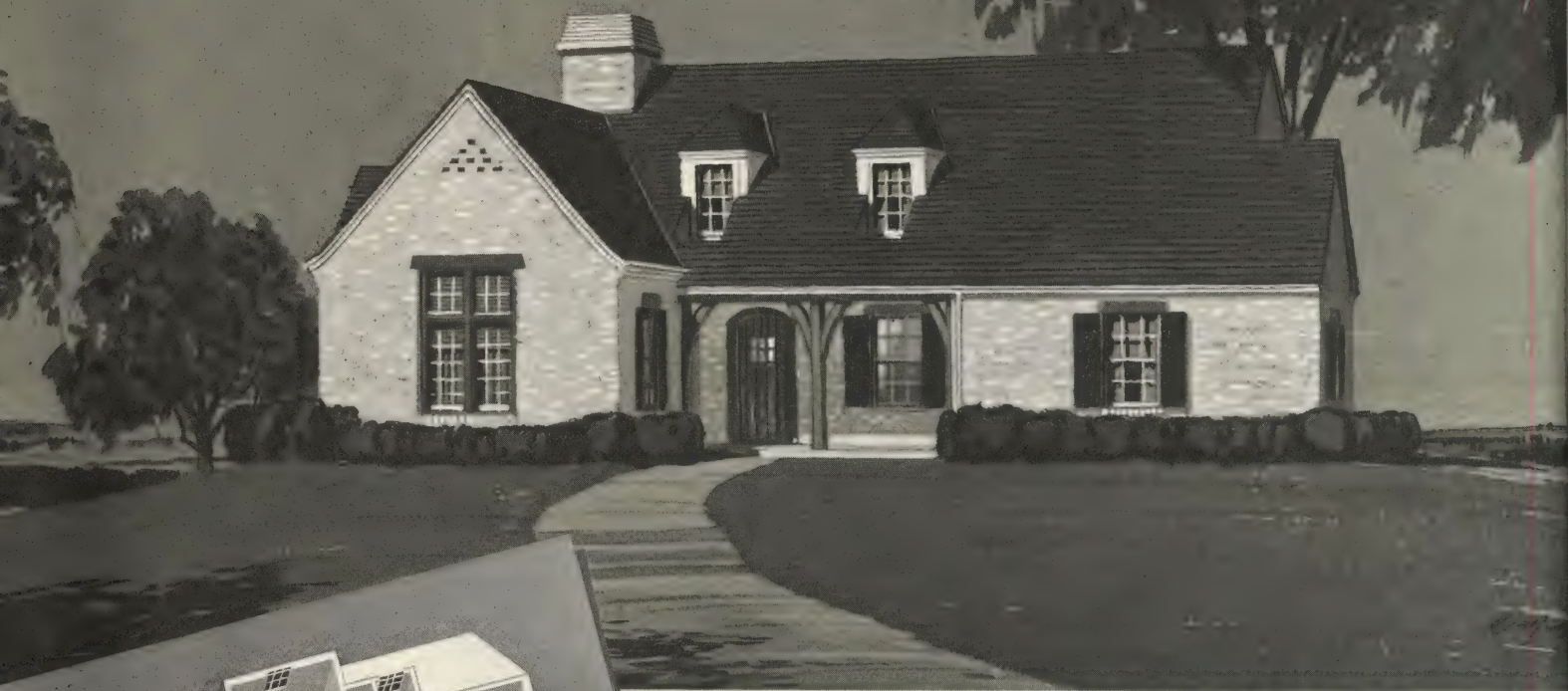
Yates

A mellow house, pleasantly flavored with English-cottage characteristics. It's a warm, friendly kind of house with its prominent chimney as the focal point on the exterior, and the cozy brick fireplace as the family center on the inside.

You can finish only the downstairs and still have a complete home (four rooms plus a bath and a cunning little breakfast nook). Then, when your family and income get larger, you can finish the second floor into three nice bedrooms and a conveniently located bath.



PLAN
No. 3711
32' 0" x 30' 0"



PLAN
No. 3359
56' 10" x 37' 8"

Ellison

Quick as a wink, you can tell that the Ellison is going to make life a lot more worth living for you and your family. And its surprising thrift makes mighty good sense, too. We leave the size of the Ellison pretty much up to you. If you need only five rooms right now, finish off the second floor later at a surprisingly little expense, when your family grows into those extra rooms.

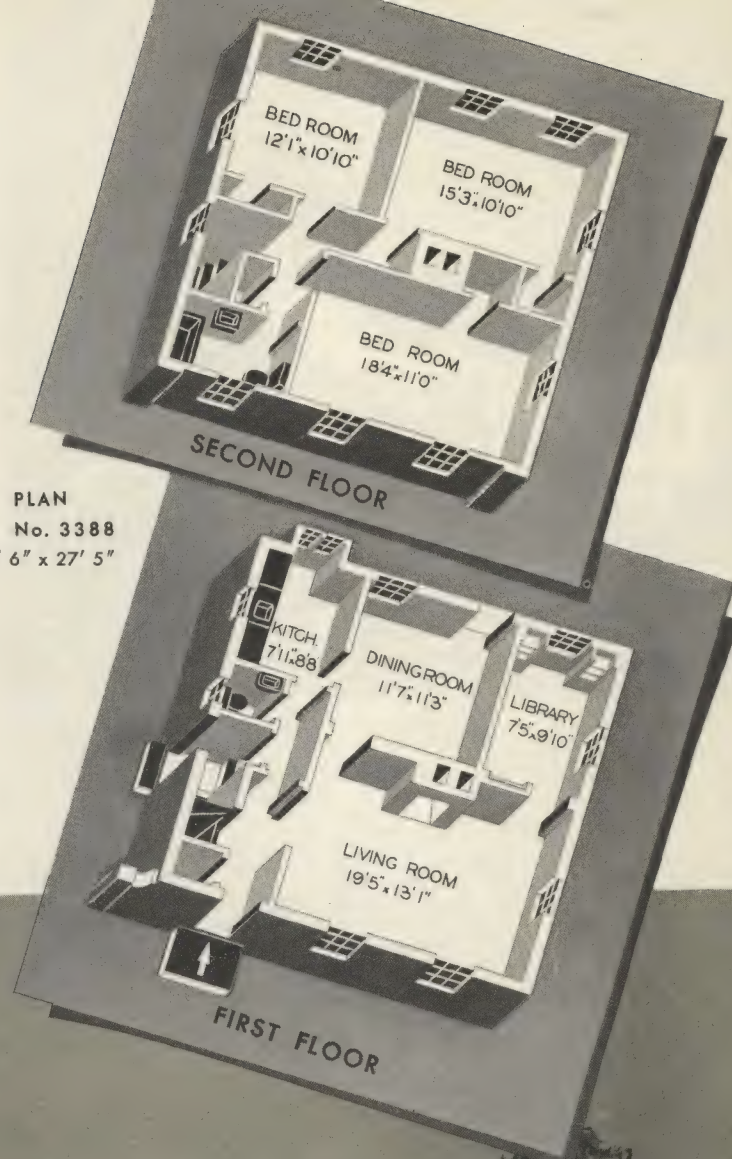
The Ellison is exciting inside and out—the living room especially. You glance up (this room is a story and half high) and you see the ceiling beams are exposed—just as in grand English houses.

Amherst

There's a lifetime of fun and quiet good times tucked away in the spirit of the Amherst—just waiting for you and your family to move in and enjoy them. Its lines are carefully planned and deliberate in their effect—proud as a peacock of their fine, Colonial family tree.

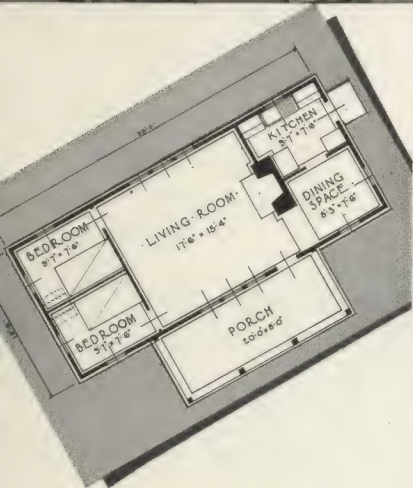
The living room is unusually large and has a fireplace and four windows. Both the dining room and the library (which boasts of three built-in bookcases) open out on the back terrace. You'll like the little details about the Amherst—the handsome iron railing at the front door—the first floor lavatory.

PLAN
No. 3388
29' 6" x 27' 5"



7 ROOM
MODERN
HOME



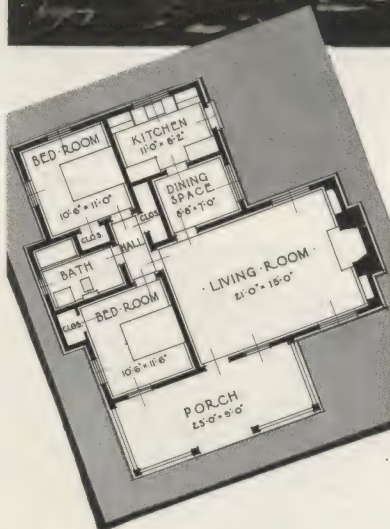


Fairfield

Ideal for a summer home because it's designed to catch every breath of breeze. Look at the triple windows on opposite sides of the large living room . . . they're your assurance of an airy, cool house. You'll spend many contented hours on the spacious twenty-foot front porch—with the roof extending over it.

When the weather gets a little nippy in the early Spring or Fall, or even on summer evenings, the very nice fireplace in the living room will make things cozy.

The Colonial exterior is very attractive and appropriate for a five-room house, like this.



Nipigon

The Nipigon has all the rustic backwoods charm you expect in a log cabin. Still, at the end of the summer, you'll say it's just as comfortable as living at home—and a good deal more fun.

First of all, the bath is conveniently located between two cross-ventilated bedrooms. You'll find lots of use for the open shelves flanking the very large fireplace in the living room. With twin windows on opposite walls, this room is excellently ventilated.

You won't miss your kitchen back home at all, for you'll find this one to be every bit as modern and efficient.

Additional information and designs on summer homes will be supplied on request.

Farm Buildings

Build your barn and all your farm buildings the Sears way and watch your savings grow! Each Sears farm building is a sleek, handsome structure, scientifically designed by men who know exactly what is required of a barn and what farmers' needs are.

We have plans for a wide variety of designs and sizes of stock barns, poultry houses and corn cribs. You're sure to find just the buildings you require among the many included in this group.

All materials in a Sears farm building are, naturally, guaranteed. They're Sears products and they've got to be good! These buildings can be put up quickly, with a very minimum amount of effort. Still, the results are longer lasting and better looking farm buildings. They are designed to be sturdier, better constructed, and more permanent than any others you've seen. And yet they're almost unbelievably low priced. Write us for further information.





Adams

The Adams will prove to you that a garage can be economical to build . . . and well worth its small price. The Adams can be built for one or two cars, whichever you prefer. Its design is simple, dignified and in excellent proportion. Looks best with the more formal type of house, but adaptable to other styles too. There's a glazed service door and two windows in the two-car size for added light and ventilation, but only one window is supplied in the one-car size.

Single Car Sizes

12 ft. by 18 ft.
12 ft. by 20 ft.

Two-Car Sizes

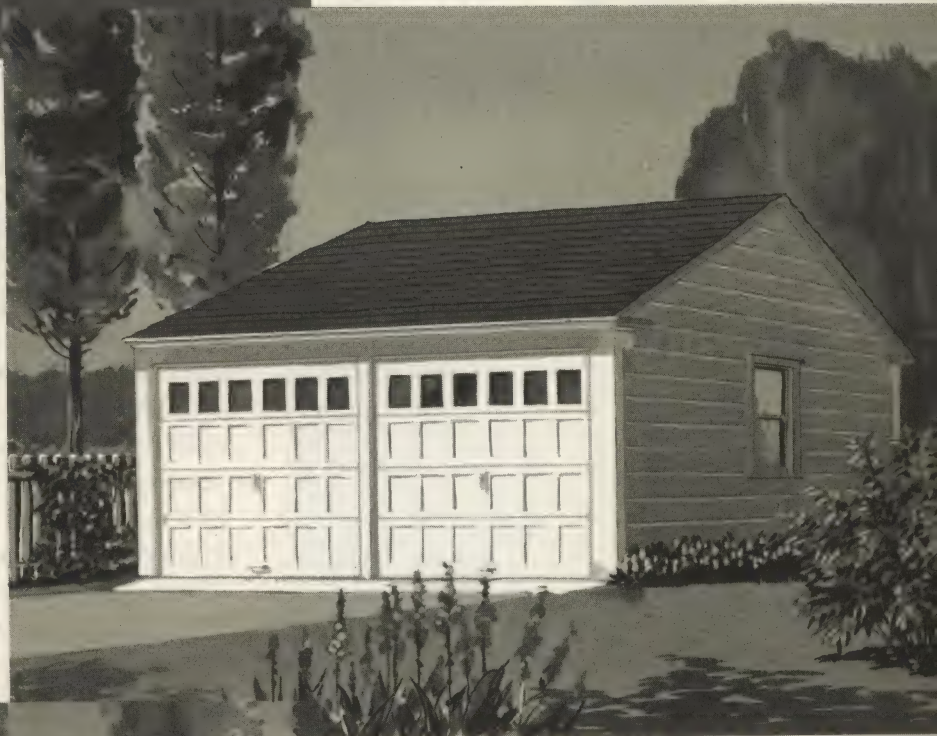
18 ft. by 20 ft.
18 ft. by 22 ft.

Jackson

You need a garage on your property for added convenience and the Jackson is an especially good choice. A two-car garage means doubled convenience. It's a simple, unobtrusive design that will harmonize with almost any type of architectural style your home might be. A well-planned garage, well proportioned like this, will not only enhance the appearance of your home, but also add to its value. And you'll certainly approve the savings made possible by our thrifty price.

Two-car Sizes With Two Windows

18 ft. by 22 ft. 18 ft. by 20 ft.



Monroe

A favorite because it's both practical and economical. The Monroe can be built for one car or two, whichever suits your needs best. You'll find it adapted to both. Its construction is sturdy—and only Sears guaranteed materials are used. The hip roof design is both pleasing to the eye and simple to construct. Well suited to practically any style of architecture. The two-car size has a glazed service door at the side for extra convenience and two plain check-rail windows.

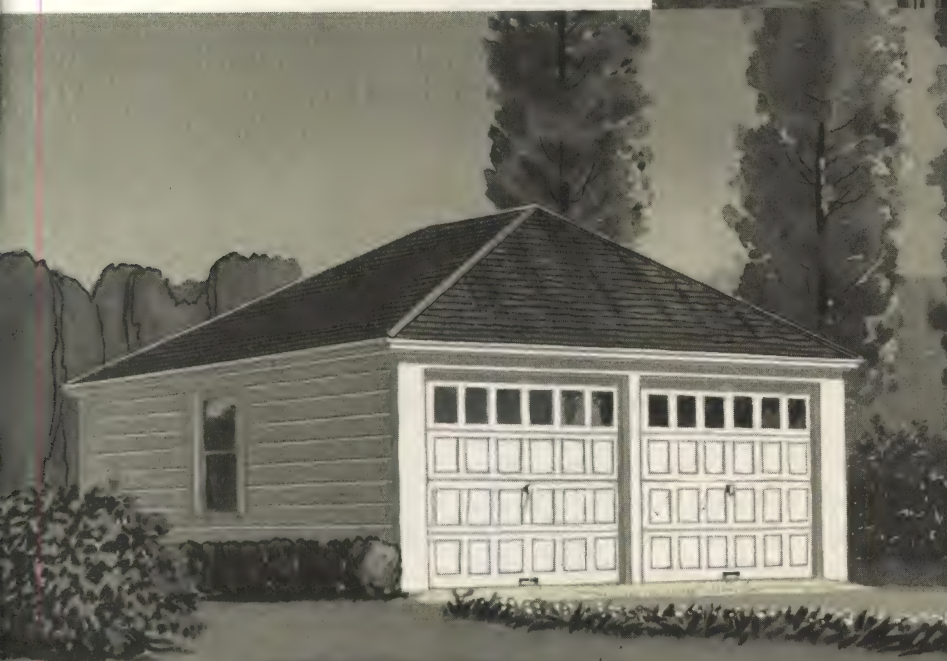
Single Car Sizes

12 ft. by 18 ft.
12 ft. by 20 ft.

Two-Car Sizes

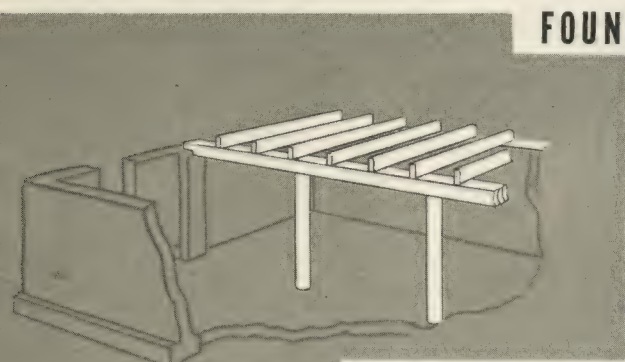
18 ft. by 20 ft.
18 ft. by 22 ft.

Additional information and designs for ready-cut or steel garages will be supplied to you promptly and free of charge upon request.



BASIC SPECIFICATIONS

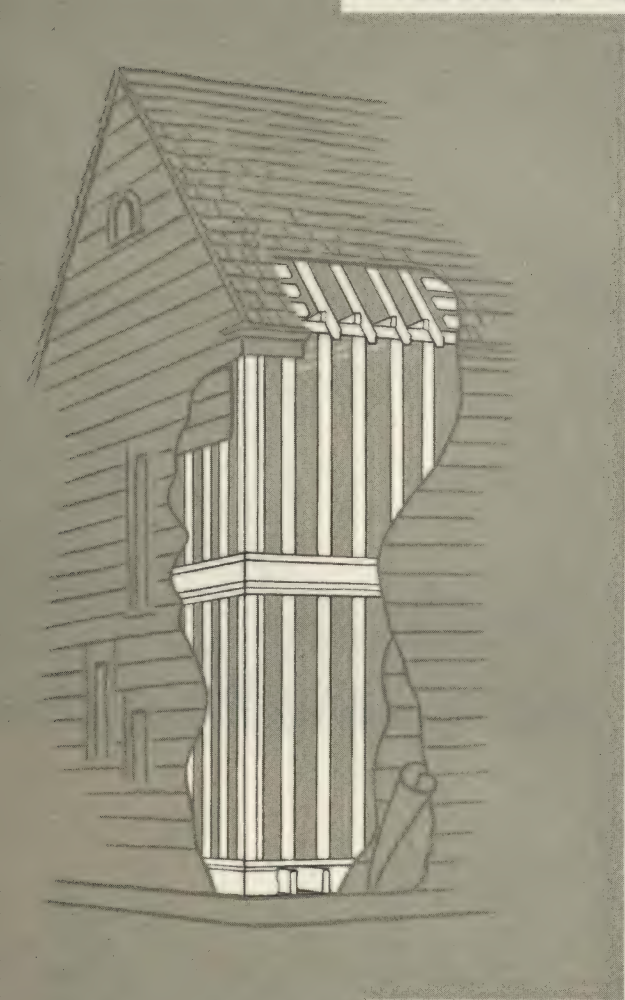
FOUNDATION



A good foundation must be able to withstand heavy stress and strain for years to come. Sears therefore include strong wood girders and steel columns in the basic price of all Modern Homes.

Such essentials as steel cellar sash, iron clean-out doors and ash pits are also included in our low base price. Our designers have prepared accurate plans to help you construct a solid foundation. We do not furnish brick, cement and other miscellaneous masonry materials because you can secure them to better advantage locally.

STRUCTURAL FRAMING



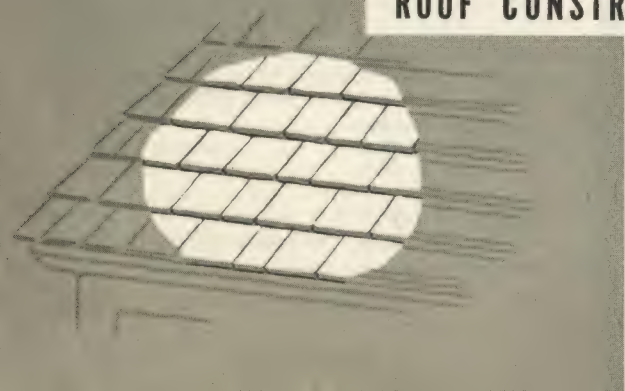
Here again, the skill of Sears highly trained designers is manifested. Out of their experience, extending over thirty years of intensive research, they have developed a platform type of construction which is both simple to erect and well adapted to our method of pre-cutting all structural lumber. Every piece of framing lumber required to build a strong structural frame for your home is delivered plainly marked with a figure which corresponds to one appearing on the blueprints. Sills, joists, plates, braces, girders, purlins, brackets, trusses, rafters, bridging, studding, wall plates, collar beams, steel girder posts, porch posts and rough horses, all are included with your bills of material.

All framing is cut from Number One material. Joists, studs and rafters are placed on 16-inch centers, with 2x6-inch rafters being used in every case. Double studding is included at sides of all door and window openings, with three studs used to support all corners.

Double plates are specified over all doors and windows and double joists are under all bearing and supporting partitions. Top plates are doubled and lapped at corners. Joists are either 2x8 inches or 2x10 inches, according to requirements. They are spaced not more than 16 inches on centers. First floor joists are supported over the foundation with wall plates and box sills. Wood bridging is supplied for all joist spans. All well openings are properly framed with double headers and joists, providing a strong structural framework.

All ceiling joists are 2x6 inches for increased rigidity. Sub-flooring is 1x6-inch Number Two Douglas Fir, West Coast Hemlock or Southern Pine. This laid diagonally, materially increases strength of joists.

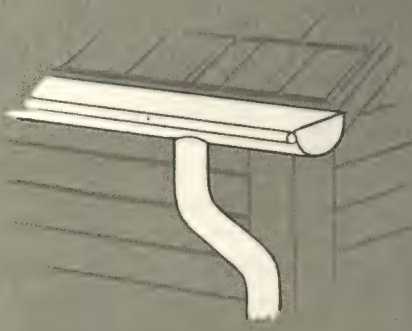
ROOF CONSTRUCTION



No house is better than its roof. What you want, therefore, is a durable covering that will provide good protection. Sears specifications provide just that. For this important part of every Modern Home, Sears supply Number One grade Western Red Cedar shingles, laid with proper exposure to the weather. Such a roof, supported by strongly braced rafters is as economical and attractive as you can buy. Roof sheathing supplied for shingle roofs is Number Two, 1x4-inch boards, or 1x2 shingle lath properly spaced. This method provides the ventilation so necessary for the preservation of wood shingles.


MATERIALS INCLUDED

SHEET METAL



Eavestrough and rainpipe are typical of our high grade specifications. Sears use only 26-gauge, first quality, copper-bearing steel, with galvanized coating. It resists corrosion and lasts much longer than ordinary steel. We furnish every Modern Home with half round gutters and all of the necessary fittings to make a complete non-sag, waterproof installation. Also included with every Modern Home are the essential valley and chimney flashings. These, too, are supplied in 26-gauge corrosion-resisting metal. Sears furnish the proper paint for covering all sheet metal surfaces as extra protection against weather and rust.

MILLWORK



The quality and beauty of millwork are very essential to the completion of any attractive home. Here again, Sears have plenty to talk about.

Years of development and research have resulted in the use of clear seasoned stock from which all of our millwork is manufactured. Not only this, we are now treating all of our Western Ponderosa Pine exterior doors, frames and sash with a toxic preservative and water-repellent chemical solution which increases the resistance to warping, shrinking, cracking, swelling, decay and discoloration. This remarkable scientific contribution to the Modern Home is known as *Woodguard*. The ability of our *Woodguard* treatment to resist all of the common evils outlined above is truly a much needed accomplishment. Here again, Sears have pioneered so that you may benefit. When you see the *Woodguard* label on the aforementioned items, you can feel assured that your millwork troubles are over.

All outside finish molding and trim members are made of Tidewater Red Cypress or Western Ponderosa Pine—suitable woods for that purpose. Outside window and door frame casings are $1\frac{1}{8}$ inch thick, carefully cut from Western Ponderosa Pine and ready for delivery.

All windows and door frames supplied with Sears Modern Homes are especially desirable because they are accurately machined to fit exactly the windows and doors for which they are intended. Windows are furnished in Western Ponderosa Pine, completely glazed and ready to be installed.

Exterior and interior doors are constructed of clear Western Ponderosa Pine or Douglas Fir. The interior doors are in beautifully grained two-panel design, properly proportioned.

Window and door trim is furnished in one-piece authentically molded design, either Yellow Pine or Ponderosa Pine. This narrower, finer trim is used in most new homes today. It is styled to make your finest rooms even smarter. Good craftsmanship is apparent in every detail. Each piece is air-seasoned and kiln dried—carefully selected and graded.

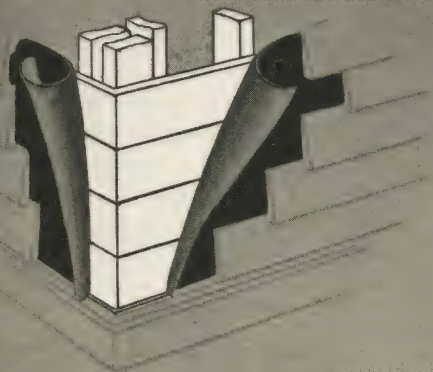
We specify our finish flooring in clear Yellow Pine or edge grain Douglas Fir, $2\frac{5}{32} \times 2\frac{3}{8}$ -inch face. Where porches are included, we furnish 1x4-inch edge grain Douglas Fir. The species of the wood used in building your Modern Home depends upon the location of the factory from which shipment is made.

Two-story Modern Homes include properly designed stairs, newel posts, balusters, railing, risers, stringers, and Red Oak treads carefully machined, sanded and crated so they will arrive at the location in good condition. If the home of your choice includes a fireplace, we furnish an attractively designed wood mantel, firebrick, hearth, tile or brick facing—complete with throat damper and ashpit in our basic specifications.

BASIC SPECIFICATIONS

CONTINUED

EXTERIOR WALL COVERING



Outside walls are sheathed with 1x8-inch Number Two ship lap. They should be securely nailed with three nails at each bearing.

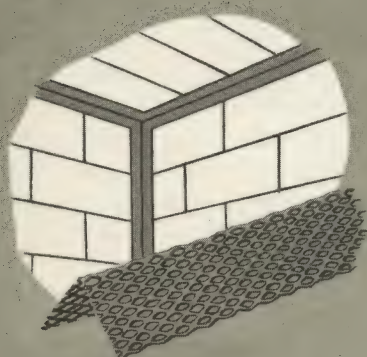
Heavy reinforced waterproof building paper is also furnished for use between all outside sheathing and siding, providing extra protection.

Exterior siding is supplied in Red Cypress or Red Cedar, and is especially attractive in our bevel design, $\frac{1}{2}$ x6-inch size.

This provides a long-life covering for our sturdy structural framework described previously. Together, they assure you a livable Modern Home which reflects beauty, comfort and good taste.

In addition to the features previously described, our box sill and platform construction supply tight dead-air spaces; hence better insulation.

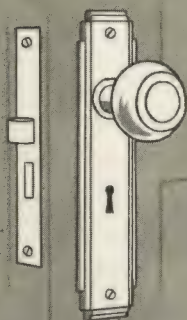
INTERIOR WALLS



A good test of the quality of any home is the general construction of its inner walls. Sears specify only the best value for the money. For example, the Goodwall Plaster Base included with our Modern Homes does not permit skimping. Every inch of wall and ceiling area must be completely covered, thus assuring the ideal plaster base. Plaster Base is delivered in 16x48-inch size, $\frac{3}{8}$ -inch thick. It is more economical than wood lath, easier to apply and leaves no disfiguring streaks.

Cornerite metal reinforcements specified for all corners assure good plaster results and minimize unsightly corner cracks. They are made from diamond mesh metal lath and are approved by Underwriters' Laboratories, Incorporated. The outside corners specified are constructed of 26-gauge galvanized steel, providing neat corner construction.

HARDWARE



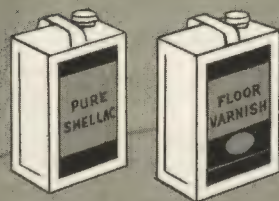
Lock sets, nails, screws, hinges and all other essential hardware required for finishing an attractive home are included in Sears low base price. Attractive design lock sets are furnished in the popular dull brass finish with all our Modern Homes. Recessed edges of escutcheons and the slightly darker lines on the knobs present a rich contrast. Both front and rear doors are provided with cylinder locks. Also included in our regular specifications are such necessary items as push plates, sash lifts, sash locks and sash cord.

EXTERIOR PAINT



Sufficient Master Mixed House Paint is supplied to cover all exterior sash, siding, finish wood trim and sheet metal with three coats. You may expect it to give beauty and protection for years in any climate and under all weather conditions. Master Mixed is guaranteed to be unsurpassed in quality by any other house paint, regardless of name or price. Lead chromate paint for all exterior metal surfaces is included.

INTERIOR PAINT



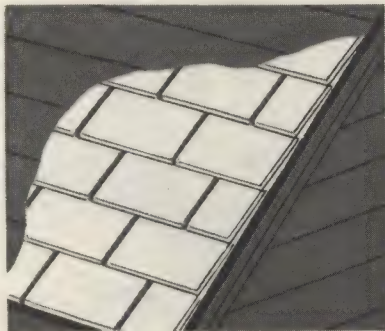
Durable surface coverings are included in our basic specifications. We supply enough material to cover all woodwork with one coat of clear shellac and two coats of spar varnish, with the exception of kitchen and bath. For kitchen and bath, we supply materials for a 4-coat enamel job. Floors are protected with two coats of floor varnish. No materials are furnished for the walls and ceilings of other rooms. You will probably have your own ideas concerning the decorative treatment of these rooms.

OPTIONAL MATERIALS

AVAILABLE AT LOW EXTRA COST

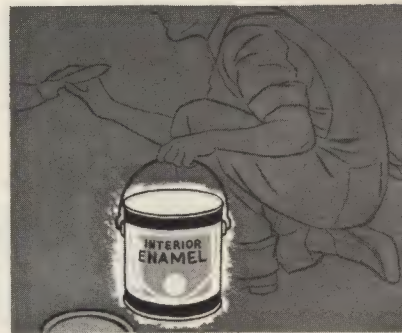
SHINGLES

Made of first quality felt, thoroughly saturated with pure asphalt. There is no mineral filler used. Resists fire; helps reduce insurance rates. Guaranteed to give satisfactory service. Your choice of six different colors.



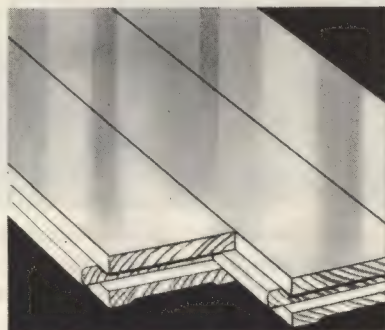
ENAMEL

Four coats come as close to a permanent finish as possible. Can be washed again and again. Materials are furnished for prime coat, under coat and two coats of enamel, bringing lasting beauty to your home.



FLOORING

The finest grade of plain Red Oak flooring made. Free from all imperfections, it assures lasting beauty and dependable service. Supplied in convenient lengths, this flooring is tongued and grooved—ends matched.



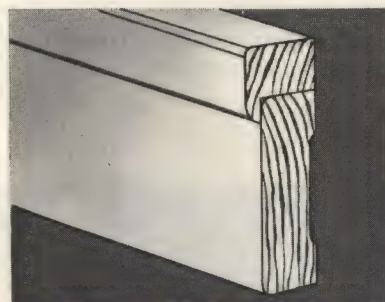
HARDWARE

All exposed parts of our beautifully matched sets are rustproof solid brass. Knobs are seamless and made in one piece. Their bright, polished finish adds distinction to your home. Sets delivered complete.



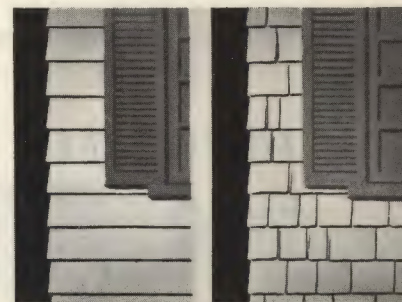
TRIM

Our accurately milled door and window trim is made from first quality clear Ponderosa or Yellow Pine. An ever popular trim, providing a good surface for a smooth finish. Bundled in sets for each opening.



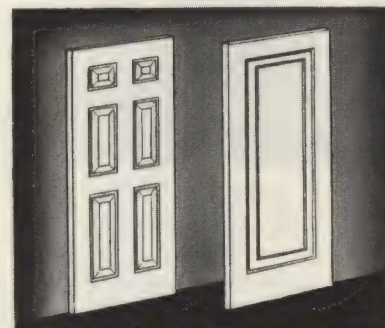
SIDING

If you want a wider siding, we can furnish your choice of $\frac{3}{4}$ x 8-inch or $\frac{3}{4}$ x 10-inch Red Cypress beveled siding—or 24-inch Red Cedar shingles. All are attractive; either of these coverings will beautify your home.



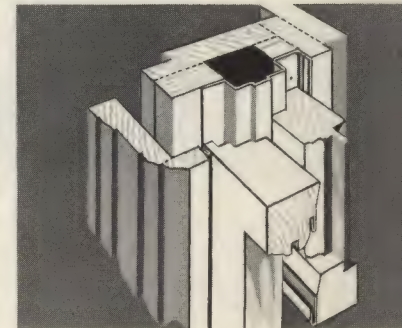
DOORS

The six-panel door is authentically Colonial, the single-panel design is truly modern. Both show excellent taste, harmonizing perfectly with period interiors. You'll find our precision milling unsurpassed.



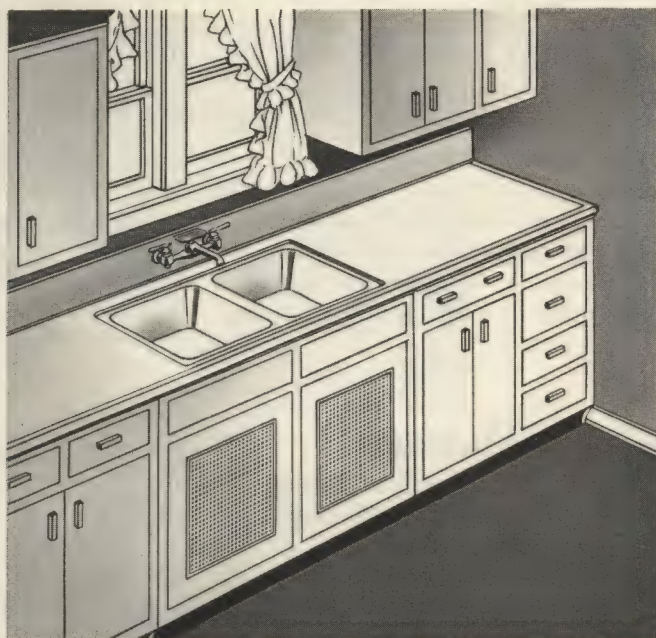
WINDOWS

A window recently developed for Sears Modern Homes, as nearly weather tight as possible. Complete with weather stripping and equipment for easy operation. Provides ideal protection from the elements.

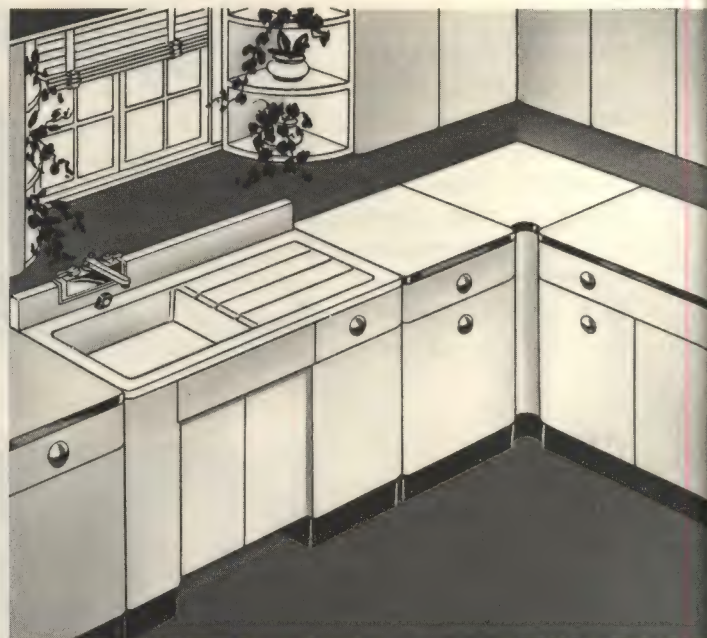


SEARS EQUIPMENT

PLANNED KITCHENS

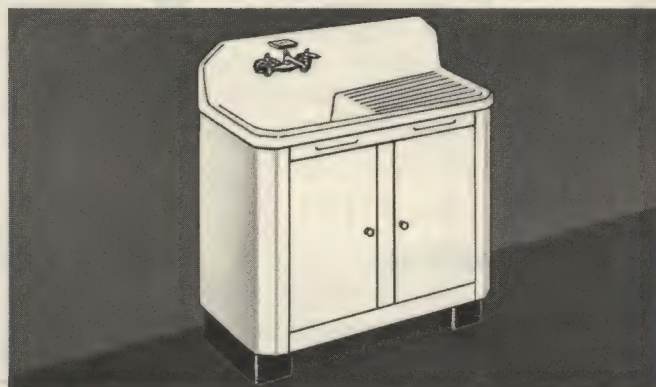


The kitchen in your Modern Home is destined to be the pride of your life—because, of course, you plan to equip it throughout with Sears up to date kitchen units. Those pictured above are made of well-seasoned top quality wood—unpainted so you can finish your kitchen complete in the color combination of your own choice. For extra beauty and utility, we have planned a continuous counter top. The divided sink set into it has many advantages and makes dish washing and rinsing easy.

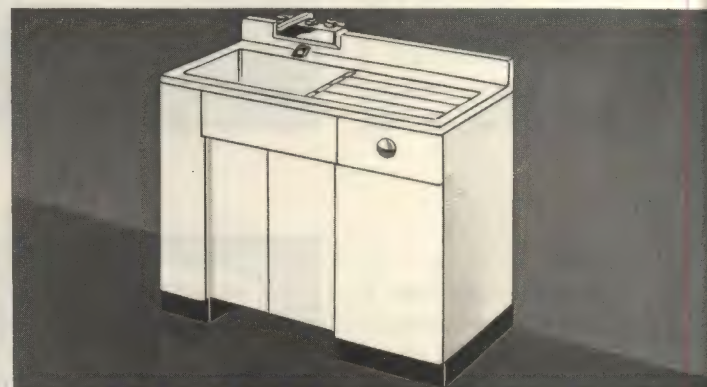


The kitchen in your Modern Home should be as well-planned and functional as every other part. The kitchen as planned above will save you many, many steps. These steel units will always be gleaming white—even in years to come—because there's no trick at all in cleaning them. And the porcelain-enamel tops are acid-resisting, too. The trim is, of course, stainless steel. Your kitchen work will turn into fun because you can organize your activities in this efficient kitchen.

KITCHEN SINKS



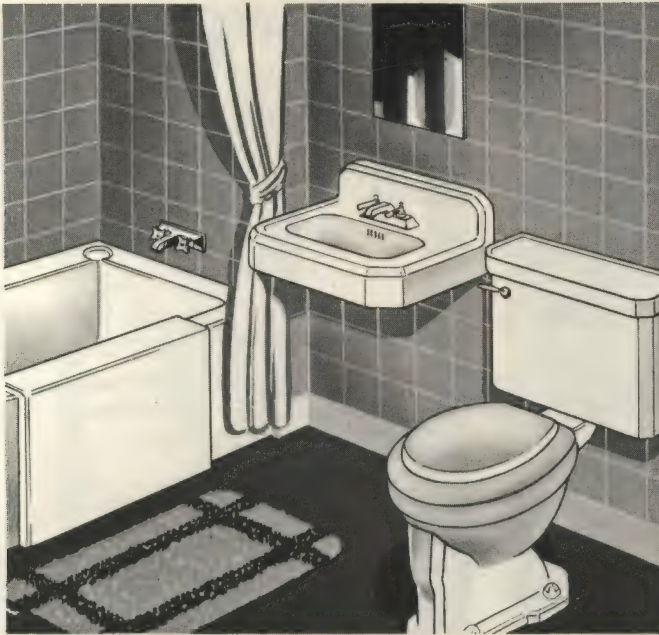
A modern sink for your Modern Home. Snowy-white, with a look of permanent cleanliness about it, you'll find it simple as A B C to keep clean. The sink is porcelain enamel fused into iron. 42 inches wide, it's a perfect fit and attractive under your kitchen window. Look at those two roomy compartments under the sink. They provide usable storage space. It's a good idea to store here the utensils you expect to use most often. Furnished with standard plumbing option.



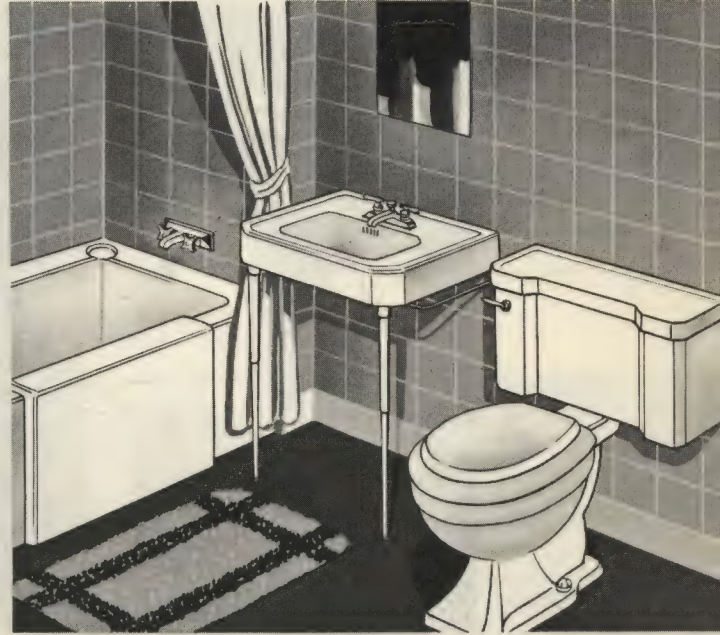
A perfect foundation for your modern kitchen. Add units that match this sink whenever you want, and before you even realize it, you'll have a complete, modern kitchen as interesting as the one shown above. This all-steel sink is the 42-inch size . . . acid-resisting porcelain enamel, too. The center compartment has "knee room" recessed doors with concealed hardware. Chrome plated and colored plastic fittings included. Furnished with deluxe plumbing option.

TO COMPLETE YOUR MODERN HOME

BATHROOMS

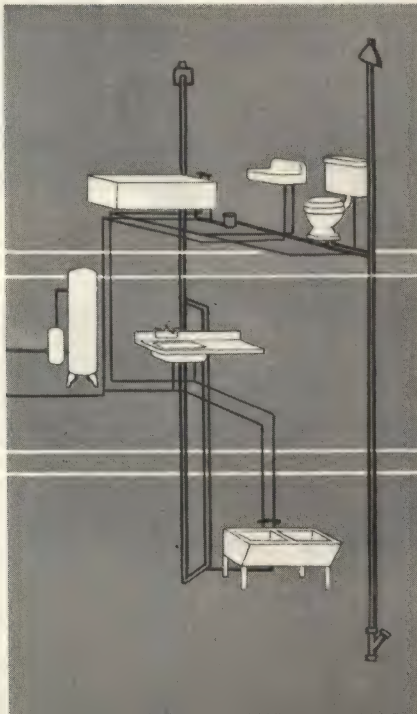


You'll approve our selection of attractive units for this standard bathroom. The newly designed 5-ft. tub is the recessed type, with flat bottom to prevent slipping. A built-in rim seat provides foot bath convenience. The well designed closet shown, also has many new features. Our shelf top tank rests on the bowl and has a glazed back permitting ready cleaning. Its vitreous china has a beautiful hard luster glaze which is both acid and germ-proof. The lavatory is high quality porcelain enamel with a large deep bowl and a handy shelf rim. Fittings are chromium plated.



Our Deluxe bathroom assembly pictured above would be hard to match at any price. Here's why: The enamel on this bathtub is actually fused into the cast iron, resulting in an exceptionally hard finish. Lavatory is finished with high-fired porcelain enamel. Side towel bars and supporting legs on the lavatory are chromium plated. The toilet is stainless vitreous china. It can be installed away from the wall to facilitate cleaning. To complete this ultra smart set, we include a shower assembly and chromium plated curtain rods.

PLUMBING

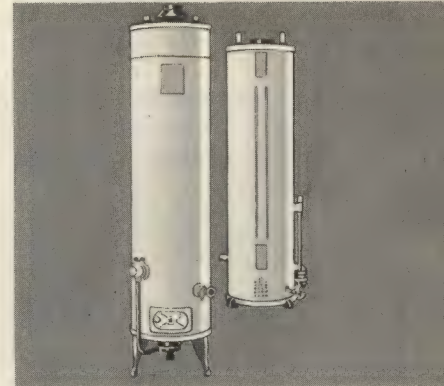


When you buy a Sears Home, you also receive blue prints of the entire plumbing system. From cellar to roof, we supply all materials necessary for installing a complete drainage and supply system—everything you'll need to do the job well.

Our soil pipe is extra heavy and covered both inside and out with a rust-resisting coat of tar. Soil pipe fittings are carefully molded for uniformity.

Supply pipe is finest quality galvanized steel—tested to withstand 1000 lbs. water pressure per square inch. If you prefer, we can also furnish a supply system in seamless copper tubing, rust and corrosion-proof.

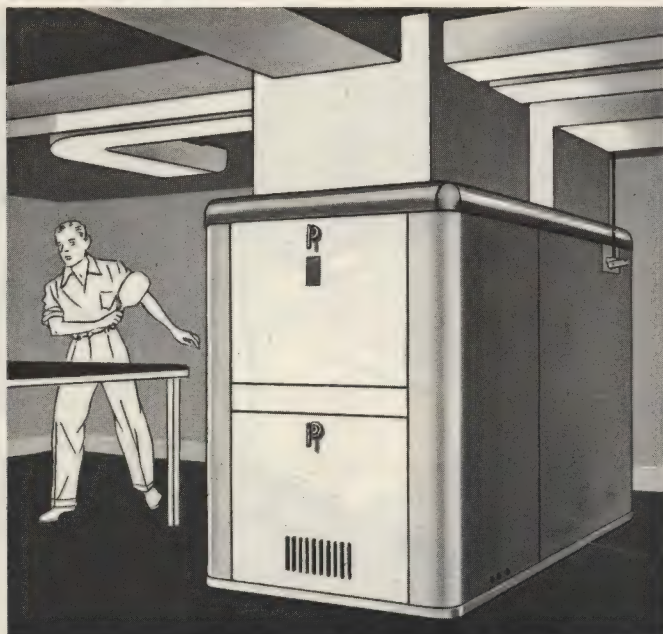
Remember, too, if you expect to build where water and sewerage utilities are not available, we have a complete line of septic tanks, grease traps, shallow or deep well pumps.



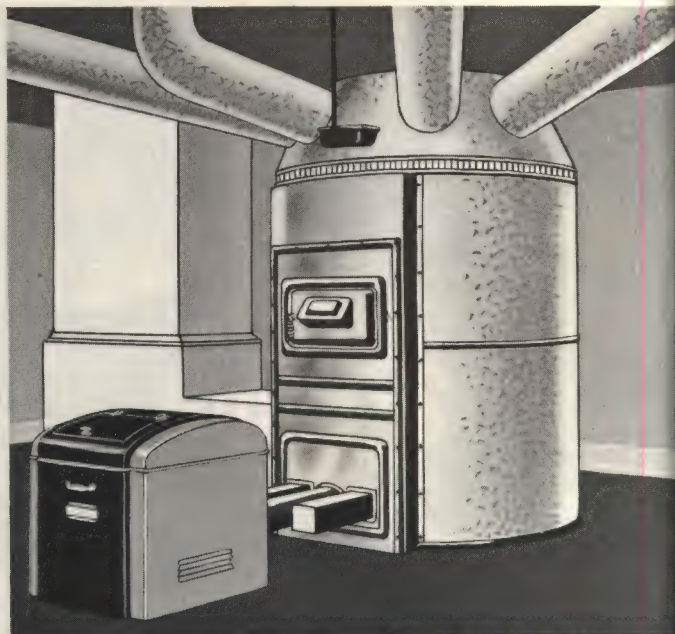
Both the oil burning and gas fired heaters shown above will provide a quick and plentiful supply of water at all times. No waiting. Turn a faucet and you have hot water instantly. These heaters have been engineered to operate efficiently and are of the best construction.

SEARS EQUIPMENT

HEATING SYSTEMS

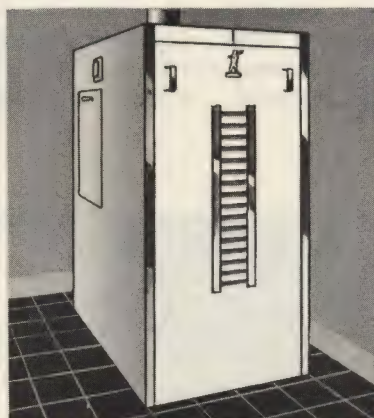


Constructed for utility and designed for beauty. The new Hercules oil burning furnace brings you constant comfort. This combined furnace, blower, filter and humidifier is designed as one complete winter-air-conditioning unit.



Shown above is the finest steel furnace money can buy. It is illustrated in connection with the Hercules stoker and modified air-conditioning unit. They provide you the utmost in comfort at the lowest possible cost.

If you burn gas, our newest gas fired furnace, approved by the American Gas Association, will provide an entirely automatic heating unit. Its built-in modified air-conditioner, filters, humidifies and circulates the air in your home. Quiet and efficient in operation. It's an extremely practical unit.

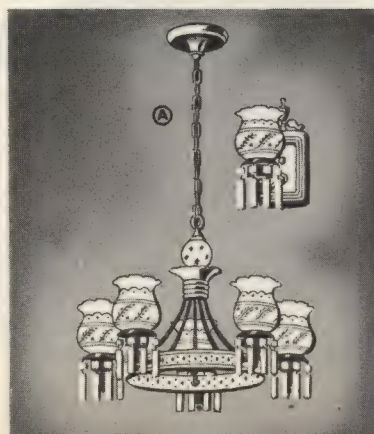


The skill of heating experts has produced this excellent boiler. Complete with its beautifully designed exterior jacket, it will give you the best service available. The grates are designed for hard coal, soft coal or coke. They are guaranteed for twenty years. This unique boiler provides quick, responsive heat.



LIGHTING FIXTURES

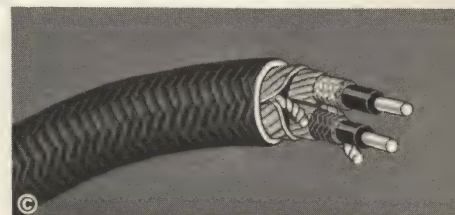
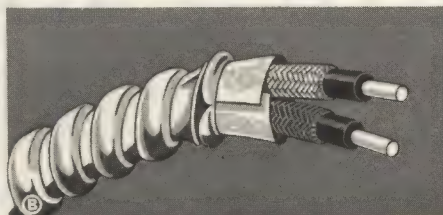
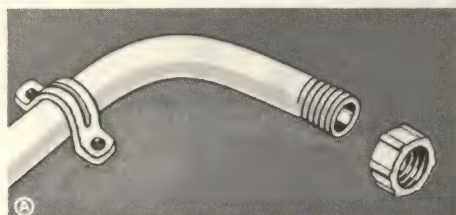
This set, A, (see price list) shows a selection of fixtures which will enhance the appearance of any room and assure better lighting. Beautifully designed, yet effectively simple, these fixtures are economically priced.



This alternate set (B) brings you a smart selection of truly modern fixtures in chrome and bronze. The contrast between chrome plating and bronze color trimmings harmonizes well with any decorative scheme.



WIRING



We can furnish all materials for any one of three types of wiring systems: (A) Thinwall conduit, (B) B-X or armored cable, (C) Non-metallic sheathed cable, depending on your local Code requirements.

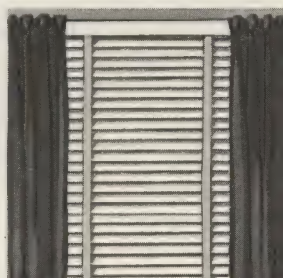
Also available (not shown) is the no-Fuze load center switch, a recent development which eliminates troublesome replacement of fuses. A flip of handle from "off" to "on" restores current immediately.

WINDOW SHADES



Closely woven, washable cambric shades assure proper control of light at all times.

VENETIAN BLINDS



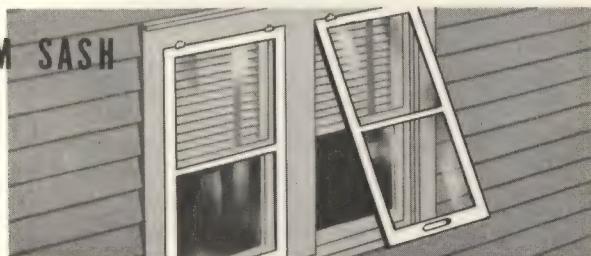
Attractive Venetian blinds for your Modern Home in wide variety of colors and sizes.

SCREENS



Our Tru-Fit screens are specially treated with water repellent toxic preservative. We can furnish galvanized or bronze wire. Shown above is our combination door, with interchangeable screen or storm sash panel.

STORM SASH



Sears storm sash, glazed with clear glass, will reduce your fuel bills and will give you domestic comfort through long winter months. There is no better way to check dangerous drafts.

INSULATION



Sealite is moisture-resistant and completely sealed with asphalt. The large wide sheets are easy to apply and reduce heat losses. An ideal sheathing board, with a wide variety of uses.



Sears Rock Wool insulation cuts fuel costs, and makes your home comfortable both summer and winter. We can furnish this ideal form of insulation in either pellet or batt type, as you prefer.



Walltite is a pressure formed, chemically treated insulating board. Toughness and durability make it a very satisfactory lining for unfinished rooms.

BUILD A SEARS HOME WITH

Perfect Peace of Mind...

No guarantee is better than the reputation of the company that stands behind it.

The Sears Modern Home you build today is backed by the 53-year record of achievement and the more than \$200,000,000 resources of Sears, Roebuck and Co., the largest merchandising organization in the world—a proven protection to back the building of your home.

As a prospective home-builder, this assurance means even more to you than the money you save at Sears. It means integrity and dependability of materials. It means that this home of your own will shelter you and your family for years to come. It means protection for the biggest single investment of money you may ever make. In a few words, it assures your *peace of mind*.

Unless you are in the business, there are hundreds of items in building a home about which you can know but little. There are scores of decisions that you cannot rightly make without the counsel of an expert.

How will you roof your home, for example? Sears testing laboratories have made test after test to find out what type of roofing is best. The result of their years of research is found in Modern Home specifications.

What paint gives you most coverage and greatest protection? Out on the testing lots, one form-

ula after another was exposed to the elements. Sears found the right one.

What about lumber? Do you know what kind is best for the framework of your home? Sears are sure because of thirty years of lumber manufacturing experience.

Plumbing is another example. Here, as elsewhere, price alone is not the only basis of comparison. Sears have found out how to produce quality plumbing within the reach of even modest means.

Hardware also can be a matter of confusion in the home-builder's mind—there are so many grades to choose from. Yet one of these grades is the quality you should have. It's in Sears Modern Homes.

When you come right down to it, getting the most home for your money largely depends upon the intelligent selection of the firm with whom you do business. And here as always you do better when you deal with this old friend to twelve million American families—Sears, Roebuck and Co.

Sears sell homes and everything that goes into them—Coldspot refrigerators, ranges, furniture, linoleum, housewares, rugs, draperies, curtains. Like Sears Modern Homes, all of this merchandise carries the strongest guarantee in the world—the guarantee that spells the utmost *peace of mind*.



FILL OUT THIS FORM

My lot is located on _____ Street or Road, City _____
 Cost \$ _____ Size _____ Paid in Full? _____ Street Paved? _____ Gas? _____
 Electricity? _____ City Water? _____ Sewers? _____ I am _____ years of age
 and my business or profession is _____. I earn \$ _____ average
 per month, and am now paying \$ _____ rent per month. Tell us about how much cash you propose to put
 into your building program and we can determine what type of financing will be most suitable \$ _____
 Name and number of home you wish to build _____. If you wish to make changes in specifications, check
 the following items that you prefer:

- | | | |
|--|---|--|
| <input type="checkbox"/> Hot Water Heating Plant | <input type="checkbox"/> BX Electric Wiring | <input type="checkbox"/> Window Shades |
| <input type="checkbox"/> Forced Hot Water Heat | <input type="checkbox"/> Thin Wall Electric Wiring | <input type="checkbox"/> 1-Panel Doors |
| <input type="checkbox"/> Steam Heating Plant | <input type="checkbox"/> $\frac{3}{4}$ x8-in. Bevel Siding for Walls | <input type="checkbox"/> 6-Panel Doors |
| <input type="checkbox"/> Forced Warm Air Heat | <input type="checkbox"/> $\frac{3}{4}$ x10-in. Bevel Siding for Walls | <input type="checkbox"/> Enamel for Interior Trim |
| <input type="checkbox"/> Steel Kitchen Cabinets | <input type="checkbox"/> Storm Sash | <input type="checkbox"/> Garage: Name _____ Size _____ |

Remarks _____

To what station would shipment be made? City _____ State _____
 Your Name _____ Address _____
 Postoffice _____ State _____

Visit or send your request for quotation or information to any of the offices listed below:

Aurora, Ill. Calumet and Ridgeway Aves.	Indianapolis, Ind. 307 No. Penn St.
Charleston, W. Va. 602 Ruffner St.	Johnstown, Pa. 520 Main St.
Chicago, Ill. Arthington and Spaulding	Mansfield, Ohio. 108 Bird Bldg.
Cincinnati, Ohio. Ross and Section Aves.	Milwaukee, Wisc. 1225 W. Forest Home Ave.
Cleveland, Ohio. 1720 Euclid Ave.	Morgantown, W. Va. 203 Delmar Bldg.
Columbus, Ohio. 320 Atlas Bldg.	Newcastle, Pa. 124 E. North St.
Dayton, Ohio. 1027 Reibold Bldg.	Painesville, Ohio. 177 Main St.
Detroit, Mich. Oakman Bldg., Gr. River Av.	Peoria, Ill. 516 Commercial Bk. Bldg.
Elkhart, Ind. 629 Ren St.	Pittsburgh, Pa. 315 N. Highland Ave.
Flint, Mich. 708 Root St.	Rockford, Ill. Forest City Bk. Bldg.
Ft. Wayne, Ind. 405 Old First Bk. Bldg.	South Bend, Ind. 211 I.O.O.F. Bldg.
Gary, Ind. 858 Broadway	Toledo, Ohio. 143 Summit St.
Hamilton, Ohio. Laurel and Van Hook Aves.	Wheeling, W. Va. 86 Virginia Ave.
Hammond, Ind. 5444 Calumet Ave.	

SEARS, ROEBUCK AND CO.

MODERN HOMES DIVISION MAIN OFFICE, FACTORY AND WAREHOUSE,

Ross and Section Avenues, Norwood (Cincinnati), Ohio

DEAR CUSTOMER:

Because of the ever increasing interest in the long-term FHA financing plan, our customers have been continually asking us the approximate monthly payment prices on the homes we show in this book. Because of these numerous inquiries, we have decided that we could serve you better by giving you this information, thinking it may help you in determining the type of home you wish to build.

In assembling our figures we have included all materials according to basic specifications as explained on Pages 44, 45, and 46 of our Modern Homes book; DeLuxe plumbing, gravity warm air furnace, new style non-metallic wiring cable, Set A electric fixtures, full length galvanized screens and combination doors, asphalt roofing, linoleum on floors of kitchen and bath, oak flooring in balance of rooms, planned kitchens, and window shades.

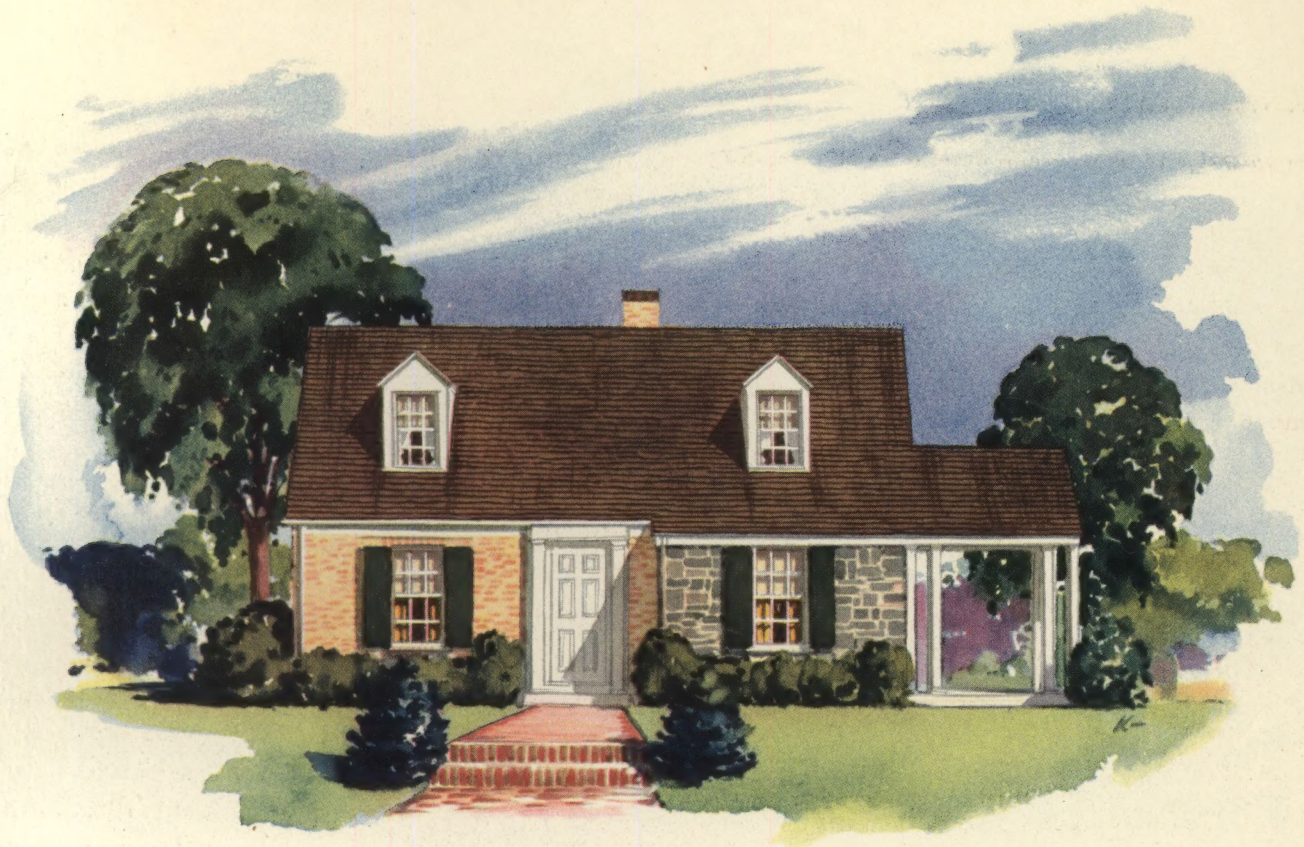
We then secured figures on complete construction from reliable local contractors in the various localities we serve, combined our material costs with contractor's

costs and reduced the total cost of each house to the figures shown in the monthly payment table below. As labor costs will vary somewhat in different localities, these monthly payments are approximate, but we think they will give you a fairly accurate idea of your monthly payments under the FHA long-term single mortgage plan on the home of your choice. The monthly payment includes principal and interest on a 25-year loan basis except those marked * which are figured on the 20-year loan plan. Taxes and insurance are not included as these items vary in each locality and must be considered separately by you.

We think this table, together with the information given on Page 2 of this book, will be of great value to you in determining the home you plan to build. When you have decided on the home that meets your requirements, and fits your budget, call at one of our conveniently located offices or fill out the information blank on the reverse side and mail to our nearest sales office or to our main office and factory.

Page	Name	FHA Monthly Payment	Page	Name	FHA Monthly Payment	Page	Name	FHA Monthly Payment	Page	Name	FHA Monthly Payment
41	Amherst	\$53*	15	Crafton D	\$29	24	Lynn	\$31	4	Parkside A	\$28
30	Attleboro	53*	15	Crafton X	31	36	Malden	65*	27	Ridgeland	31
38	Branford	53*	20	Croydon	35	22	Marion	29	5	Salem	25
10	Bridgeport A	27	29	Dover	43*	14	Mayfield	26	8	Sunbury A	29
10	Bridgeport B	34	40	Ellison	59*	35	Medford A	40*	8	Sunbury B	30
6	Cape Cod X	24	40	Ellison X	64*	35	Medford B	44*	26	Vallonia A	43*
6	Cape Cod B	29	8	Ellsworth	31	13	Milford	38	26	Vallonia B	49*
28	Carver	31	37	Fulton	36	13	Milford A	32	21	Warren	29
7	Colebrook	33	18	Hammond	38*	16	Mitchell	43*	12	Wilmore	29
7	Colebrook A	35	32	Haverhill	66*	9	Nantucket A	31	23	Winona A	29
11	Collingwood	35	19	Homestead	31	9	Nantucket B	34	23	Winona B	31
25	Concord	44*	17	Lewiston	40*	33	Newbury	50*	39	Yates	42*
15	Crafton A	23	17	Lewiston A	44*	31	Newcastle	42*	39	Yates A	46*
15	Crafton C	26	34	Lorain A	31						

*20-year basis. Others 25-year basis.



ANY SEARS MODERN HOME IN THIS BOOK CAN BE BUILT WITH OUTSIDE WALLS OF BRICK OR STONE VENEER

Take the attractive home which appears above. It can be finished with walls of brick veneer as shown in the picture above, or in frame as it appears on Page 7. And in addition, any set of floor plans you select may be obtained in reversed form, if necessary, so that your Modern Home may be better adapted to the lot on which you plan to build.

We're all entitled to our dreams. Not only the penny-counting newlyweds, but the gray-haired couple with the grown family—they like to dream, too. And that's why every happy home is created on a foundation of dreams; time cannot change this. And that is as it should be.

But how to put starch in these glorious dreams? How to make them real-as-today? Read Pages Two and Three of this book carefully. These pages bring finance down to earth and show you how surprisingly simple it is to own your own home, the Sears way. And how Sears take all the guesswork out of scheming and planning this all-important building. You *know* what it's going to look like 'way before ground has been broken.

There's another suggestion which many families have found helpful to them while they were planning and building their homes. It's just this—use Sears

general catalog or visit any Sears retail store. You'll find anything and everything you could possibly want in a home there. Would you like to have a chiming doorbell to announce the arrival of guests? Or a complete volume of Shakespeare to grace your bookshelves when you're not curled up in front of the fireplace with it? Big things and little things, you'll find them all in Sears general catalog or in Sears retail stores—at Sears famous more-for-your-money prices. Everything to make that Modern Home of yours the most livable, the most comfortable house ever.

There's something about a Modern Home you can't forget—something all bound up with the happiest moments in your life. That's why it's so *easy* to get enthused over the idea of building a Modern Home of your own, and, somehow, awfully *hard* to forget.

But that's all right too, because Sears prices are always astonishingly economical . . . and the many extra services included are something to start telling your friends about!

And there you are. You see, it doesn't take a lot of money to build a modern, up-to-the-minute house. That is, it doesn't take a lot of money when you do it the Sears way. Talk it over with a Modern Home representative—soon.

MODERN *Home Owners* SAY:

E. V. NOVBIT, *West Orange, N. J.* says: "I will be glad at any time to recommend Sears to my friends or any one interested, as I am sure they will receive prompt and courteous attention and save money."

F. ERICKSON, *Bridgeport, Conn.*, says: "We find the lumber very, very good and will be happy to recommend it to anyone."

F. L. BLAKAITIS, *South River, N. J.* says: "I was very much satisfied with the material that was furnished and the efficient service that was rendered. All the lumber and other materials were of the best grade and arrived on time for the builders."

F. R. LYMAN, *South Hadley, Mass.* says: "The whole transaction with you was very satisfactory and I am still the same booster for Sears that I have been for the past 40 years."

J. R. HUBBS, *Mt. Hope, W. Va.* says: "I saved \$400 in material alone, not counting the ease and speed the workmen experienced in the construction."

R. M. SCOTT, *Johnstown, Pa.* says: "I saved between \$800 and \$1000 by building one of your homes and I'm proud to show it to any one."

E. J. WHITCOMB, *Peoria, Ill.* says: "I not only saved money but had helpful assistance in planning and arrangements."

E. Q. FAWLEY, *Hillsboro, Ohio*, says: "I could not buy the same high quality lumber any place else for the price. We knew in advance what our finished home would cost."

MRS. P. L. WRIGHT, *Stamping Ground, Ky.*, says: "We found we saved 20% and lumber was so superior we could not duplicate it elsewhere."

MRS. WM. TREUSCH, *McKeesport, Pa.*, says: "We call it the 'Dream House' and believe it the goal for real home lovers to try and achieve."

S. E. FRAZIER, *Marion, Ind.*, says: "Every piece fitted snugly. As I needed material it was sent promptly. Much time was saved in using a ready cut house."

C. H. MOORMAN, *Cincinnati, Ohio*, says: "We built our home in record time, complete in every detail and it cost us $\frac{2}{3}$ of the lowest bid offered elsewhere."

S. W. COLEMAN, Jr., *Gate City, Virginia*, says: "People who have inspected our Sears home comment on the high grade and quality of materials used."

A. GUIZZETTI, *Negaunee, Mich.* says: "I bought a Sears home because of their style and plans and great savings offered by ready cut."

L. M. DEMPSEY, *Huntington, W. Va.*, writes: "What we liked was ordering everything from one concern—and the prices. The ease with which every piece fitted together, made the job easier than we ever had imagined."

F. H. Mc CAWLEY, *Bardstown, Ky.*, says: "By buying everything from you, I saved enough to add rock wool insulation, stoker and air conditioning for winter use."

FLORENCE BAILEY, *Okawville, Ill.*, writes: "The speed and saving in labor costs offered by Sears ready-cut principle, the convenience of ordering everything already planned and cut in advance—from one reliable source, is an invaluable help."

E. BAUMANN, *Cincinnati, O.*, says: "I have built 40 Sears homes for other people—One came through the flood with no repairs needed—not even paint. That shows the material was all right."

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